

CHEMIST & DRUGGIST

The newsweekly for pharmacy

September 6, 1986

a Benn publication

Residents fight
pharmacies in
Immingham
council houses

PSNC to discuss
earlier LPC
Conference on
new contract

Boots set to
relaunch Farley
babymilks

Question time:
coping with
multiple sclerosis

Chemex reaches
record levels

Habitat buy
pharmacy in
tax deal

PHOTOGRAPHIC
SPECIAL FEATURE

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COMMENT



The secretary of the Northern Region Chemist Contractors Committee has been explaining why it is seeking a Conference of Local Pharmaceutical Committee representatives prior to the laying of Regulations to the new contract (last week, p318) and before the Conference already set up for March 8, 1987.

The nine LPCs in the Region apparently are not satisfied with the new contract and want to prevent much of the lobbying and furore that followed the acceptance of the "all-or-nothing" new contract package at the LPC Conference in June, 1985. Indeed they reject the notion of an all-or-nothing package and wish to be able to submit resolutions for debate at Conference and to have the right to move amendments. And the regional committee does not want the original concept of the contract diluted.

What chance has the Region of getting PSNC to call an earlier LPC Conference? Well the PSNC's assistant secretary seems to be saying (p349) that mid-December is the earliest date on



which PSNC could arrange a Conference — some three months after PSNC discusses the RCC's proposal next week — and hardly the ideal time of year in business. Could the debate at that Conference be constructive if the final contract proposals are not available? Probably not. At present the PSNC, the PSGB and the NPA are holding tripartite discussions on Nuffield to formulate an agreed and practical stance before the DHSS.

PSNC's own subcommittee hopes to report to the October meeting the outcome of those discussions. Then PSNC's negotiating team will thrash out with their DHSS counterparts the balance sheet for the year April

1, 1987-March 31, 1988. This will reflect the new contract expected to be in force by then. PSNC wants an attendance allowance, an advisory allowance and one for good practice.

This negotiating process will only be completed in time for a March LPC Conference. At it chairman David Sharpe expects to present LPCs with another all or nothing deal (C&D June 21, p1211). PSNC is unlikely, at this late stage, to start negotiating the contract in public. Pharmacists must, therefore, trust in the wisdom of their leaders or urgently lobby their MPs or Peers, as well as their fellow pharmacists, and without delay.

So rather than defuse the contract issue — their claimed intent — the Northern LPCs have underlined the fact that pharmacists have been side-lined for much of the new contract debate and now have little time to influence it. However inconvenient grass roots involvement is for smooth negotiations, it is essential on matters that will determine the future of pharmacy well into the 1990s.



Residents oppose pharmacy in house

Two Immingham pharmacies are seeking planning permission to open separately in houses next to a doctors' surgery.

But local residents in Worsley Road are objecting because they fear there will be a threat from local drug abusers and they do not want residential property to be lost from the council estate. They also believe it would lead to more cars parked outside their homes.

The surgery is at number 23 and Mr D.J. Grant, who has a pharmacy at Kennedy Way, Immingham, has applied for planning permission to open a pharmacy at number 21.

His application has been deferred by the local planning committee who felt that, for security reasons, there should be a link between the pharmacy and the surgery

and that someone should live in the flat above.

Later Foster and Plumpton, who have a pharmacy in Kennedy Lane, Immingham, offered to buy number 19, the home of Mrs Anne Ballesteros, who was one of the objectors. And they too, have applied for planning permission to open a pharmacy.

Mrs Ballesteros told *Chemist & Druggist* she decided to sell because she was "fed up with the whole business." She had bought her council house and felt its value would be lowered if a pharmacy opened next door so she wanted to sell while she could. The neighbouring house on the other side, number 17, was still owned by the council. She saw no need for a pharmacy next to the surgery because the nearest pharmacy was only a ten-minute walk away.

The planning applications are expected to be considered by the planning committee later this month.

Effect of list on OTC drugs

Products whose sales increased in the six months after the introduction of the limited list include systemic decongestants, vitamins A and D, cough/cold remedies and analgesics.

Sales of vitamin C, laxatives and topical decongestants fell, although the vitamins and laxatives markets were already declining.

These are among the findings of a Euromonitor report on OTC drug trends (£220). The report says that one of the key sectors to be affected is analgesics which account for one third of all non-ethical

turnover within the six OTC categories of the limited list. Between 1984-5, OTC — as opposed to delisted or semi-ethical — analgesics grew by 17 per cent, partly because of the "spectacular" sales of ibuprofen products.

Euromonitor says that despite decisions to limit investment and R & D, and takeovers of companies such as Searle and Revlon, the future for the industry is far from grim. Products are being relisted as manufacturers restructure prices, and new drugs in important therapeutic areas are being allowed on the prescribable "white list." But it is unlikely that any Government would reverse the overall trend in the face of the continuing need to cut drugs spending. *Euromonitor Publications Ltd, 87 Turnmill Street, London EC1M 5QU.*

Merchants' fees to be cut

Retention fees for 1987 for agricultural merchants supplying Merchants' List products and saddlers are to be reduced.

Agricultural merchants will have to pay £88 and saddlers £29 to stay on the Pharmaceutical Society's register. Initial registration fees and restoration fees are to

be unchanged.

The proposals, together with proposed additions to the products listed in the Medicines (Exemptions from Restrictions on the Retail Sale or Supply of Veterinary Drugs) Order 1985 are being circulated to interested parties.

Comments on the changes should be sent by September 20 to Mr S. Smyth, *Animal Health Division IIIB, Room 1018, Ministry of Agriculture, Fisheries and Food, Tolworth Tower, Surbiton, Surrey KT6 7DX.*

Extra "Whooping Cough" leaflet

Whooping cough is the theme of an extra leaflet being mailed to pharmacies (excluding Scotland) in September alongside the "Healthcare in the High Street" series.

Each pharmacy in England, Wales and Northern Ireland will receive 25 copies of the Health Education Council's "Whooping cough — what you need to know", mailed separately by the HEC and accompanied by an A4 poster mirroring the leaflet. The DHSS has been concerned for some time about the low rate of uptake of whooping cough vaccine, in the face of a potential epidemic this winter. This is in addition to the scheduled re-release in England and Wales of the "Drugs — what you can do as a parent" leaflet from the DHSS.

Pharmacies in Northern Ireland will be receiving the HEC's "Cystitis and what to do about it", while those in Scotland will get "That's your limit", a leaflet from the Scottish Health Education Group explaining the dangers of too much drinking.

■ The occupational medicine and hygiene laboratory of the Health and Safety Executive is to move from Cricklewood in North London to Sheffield. A new £6.5m building will be located next to the Executive's safety engineering laboratory in Broad Lane and will be ready for occupation in 1991/92.



Life looks sweet for Southampton pharmacist Christine Thompson, as Crookes Products representative Jill Kempster presents her with £100 of Victoria Wine vouchers, won in a recent Sweetex competition

PSNC to discuss pre-Regulation LPC Conference

The Pharmaceutical Services Negotiating Committee, meeting on September 10, will discuss the motion from Northern contractors calling for an LPC Conference before the new contract Regulations are put before Parliament (C&D last week p318).

Were PSNC to accept the resolution, an LPC Conference could not be called for some months. "Such a conference usually takes three months to organise," PSNC assistant secretary Peter Boardman told C&D.

The motion in question did not indicate dissatisfaction with the new contract, said acting secretary of the No 1 Region Chemist Contractors Committee and secretary of Cleveland LPC, Thomas Gould.

"We fully endorse and are in complete agreement with the original contract. But we were disturbed at the amount of lobbying against it by various interests last year. We were concerned that there should not be any dilution of the original concept," he said.

Contractors in the North are also



concerned about the proposed national appeals mechanism. "We recognise the need for such, provided the Regulations governing its operation are carefully drafted," explained Mr Gould.

An earlier conference than PSNC's proposed March date was also needed on procedural grounds. "We do not want to find ourselves in the position where LPCs are presented with a series of resolutions to be accepted or rejected with no question of amendment."

The RCCC's motion allowed for resolutions, and amendments to resolutions, to be submitted by LPCs. This is in contrast to the last LPC Conference, on June 28, 1985, when delegates were presented with an "all or nothing" package on the new contract.

Skin rashes and terfenadine

The Committee on Safety of Medicines had received 89 case reports of skin rashes in patients taking terfenadine by August 1985, in a total of 108 cases reported to the World Health Organisation Collaborating Centre in the Netherlands.

Of the 108, over half of the patients developed a rash, a third urticaria and the rest were cases of angio oedema photosensitivity and skin peeling.

There was a clear temporal relationship in most cases, and in 14 rechallenges gave an immediate positive result, says a report in the *British Medical Journal*. In a third of the cases documented terfenadine was taken for more than a week, suggesting that sensitisation and a subsequent, immunologically-mediated reaction may occur.

The authors point out that antihistamines, especially derivatives of ethylenediamine and phenothiazine, can readily sensitise the skin after topical administration, but skin reactions to oral preparations is rare. Terfenadine, however, is chemically distinct from most older antihistamines.

Rural matters 'on the road'

Rural issues are the theme of the consultation meeting on the Government's primary health care Green Paper to be held at Little Plumstead Hospital, Norwich, on September 12.

The Parliamentary Under-Secretary of State Ray Whitney will be in the chair, and he will be assisted by Lady Trumpington, his counterpart in the Lords, Dr Brian Wills, the chief pharmacist, and the deputy chief medical and nursing officers. Evidence will be heard from the relevant professions and statutory bodies, as well as other organisations with a rural interest.

Consultation meetings have also been arranged for September 23 at the University Dental School in Newcastle-upon-Tyne, with Lady Trumpington in the chair. The meeting will concentrate on collaboration and joint planning in primary health care. And the Social Services Secretary Mr Norman Fowler, will himself chair a meeting in

Birmingham, on September 29, on health care in inner cities.

The three key issues for pharmacists on which the Government is inviting comments are: making better use of pharmacy skills; relaxing the strict rules for supervising dispensing to allow pharmacists more time to advise the public; and further changes in the classification of medicines.

A further meeting on general pharmaceutical services is scheduled for London later in the year as part of a series of meetings to get response to the primary health care proposals.

Which? goes on a fizzical

A home-made treatment for headache and upset stomach is likely to be better than a proprietary product according to a panel of gastro-enterologists questioned by *Which?* magazine.

Originally, says this month's edition of the Consumer Association's magazine,

Alka Seltzer was the only product specially formulated for headache and upset stomach.

Now there are paracetamol products as well, like Beecham Resolve, Boots headache and indigestion relief and Hedex Seltzer.

Most of the doctors *Which?* talked to said they would not give an aspirin-based product to someone with an upset stomach, and of those products considered, *Which?* favoured Hedex Seltzer and the Boots brand.

Pharmacist in Habitat tax deal

Somerset pharmacist Vivian Seaton gained fame in the national Press this week after Habitat bought his pharmacy for tax reasons.

A brass plate over the Seaton Thurgur pharmacy in Crewkerne announces that it is the registered office of Habitat Designs Ltd, which is part of Storehouse — the amalgamation between British Home Stores and Habitat Mothercare.

Habitat are taking advantage of a change in corporation tax rules made in 1966. Before that date companies made their own arrangements with the Inland Revenue when to pay tax. When the rules were changed new companies had to pay within nine months of the tax year ending but existing businesses were allowed to keep to the old arrangements.

Habitat bought Mr Seaton's business in

1984 because it existed before 1965 and could pay its taxes up to 18 months after the end of the tax year, resulting in considerable saving of interest on the tax bill. And Mr Seaton was given a place on the board.

The Inland Revenue are believed to be trying to block the tax loophole. Habitat have defended the scheme, saying it is beneficial to the business and shareholders and not a tax evasion. A spokeswoman told *C&D* they were now paying more corporation tax because more companies were involved. She said Habitat were not specifically intending to buy a pharmacy; Mr Seaton's business happened to be for sale at the right time and existed before 1965. Mr Seaton still runs the shop as a pharmacy and is not expected to sell Habitat goods.

He was featured prominently in *The Mail on Sunday* this week. Described as a "kindly chemist", he was pictured outside his pharmacy, with the headline "This man is standing outside the headquarters of one of Britain's most famous firms."

Two brushes with the CAP

Stafford Miller have complained about claims made by Oral B for their toothbrushes.

"Independent research" had revealed, according to Oral B, that seven out of ten dentists recommended their toothbrushes to patients — an overwhelming figure.

Stafford Miller believed the claim was misleading because it was not a universally held opinion.

The CAP committee noted that Oral B's survey did not restrict the number of recommendations a dentist could make and did not take into account dentists who failed to recommend any one brand. The results related to the number of recommendations for Oral B products and not the number of dentists. The committee asked Oral B to omit the claim and to ensure that in future statistics were presented in an accurate form.

Oral B's claim that its toothbrush outperformed its major rival in plaque removal was also challenged by Stafford Miller.

A dentist had been asked to review the "data on file" used to back up Oral B's statement and from his information Stafford Miller had concluded that there was no significant difference between the two toothbrushes. However, the CAP committee was satisfied by Oral B that the claim was not misleading.

Stafford Miller were asked to drop a claim in the trade Press that "Sensodyne"

is now stocked by virtually all leading grocery multiples, and where it is stocked it is the third largest toothpaste brand," until sufficient information had been given to the CAP committee in substantiation.

Claims that the toothpaste is "brand leader in chemists" and "a major force in the grocery sector" were allowed to stand after it had been explained that the claims referred to value and not volume as the complainant, Colgate, had assumed.

Seconds out!

Claims that "there's no quicker way to find out you're pregnant than with Discover 2 home pregnancy test" and that Predictor Colour is "the fastest and simplest home pregnancy test available" have been contested by Unipath.

In the latest report from the Code of Advertising Practice committee Carter Wallace said they have withdrawn their claim for Discover 2 in response to the launch of Unipath's Clearblue. But there had been an overlap because of lead times for some magazines.

Chefaro argued that since Predictor Colour gave a positive result after 10 minutes and a negative result after 30 minutes it was faster than Clearblue which required 30 minutes for both.

The CAP committee said that it was not valid to base a claim for the fastest test on only the positive result. But they found the term "simplest" unobjectionable. The advertisement is no longer being used.

'Nominal penalty' for Storkwain

Storkwain the company at the centre of the "forged script" case that went to the House of Lords may now face the Statutory Committee after a magistrate last Monday imposed a nominal penalty on the company for supplying POMs.

The case dates back to 1984, when magistrate Mr Geoffrey Noel dismissed four charges brought against the company by the Pharmaceutical Society. They alleged that a now-defunct chemists shop at Edgware Road, Paddington, owned by Storkwain Ltd, had breached Sections 57 and 58 of the Medicines Act by unlawfully selling or supplying 200 Physeptone and 50 Ritaline tablets, and 50 Physeptone ampoules and 30 Valium tablets on prescriptions later shown to be forgeries.

The Society had taken the "dismissed" case to the Divisional Court, which overturned Mr Noel's adjudication, but Storkwain, owned by pharmacist Dr Ronald Shear, appealed, taking the case to the House of Lords, who upheld the judgment on June 19, 1986.

"The important factors in this case are the unlawful sale or supply of POM medicines," said solicitor for the Society, Miss Katrina Wingfield, explaining the prosecution's interest in getting a conviction to Mr Noel, to whom the case had been remitted back for sentence.

Mr Johnathan Fisher, defending, said that Mr Justice Price at the Divisional Court had, in finding Storkwain guilty remarked that it was "patently a case where the pharmacy had acted in good faith." Mr Fisher described the forged prescriptions as "very sophisticated," and submitted the case was worthy of a "discharge".

Mr Noel, who had the power to fine up to £8,000 conditionally discharged Storkwain for twelve months.

Pill for men?

A preliminary trial of a potential male contraceptive "pill" has been successful in Edinburgh.

Ten men were given monthly injections of testosterone oenanthate with medroxyprogesterone acetate, which reversibly suppressed sperm production without side effects such as loss of libido. Dr F. Wu, who headed the Medical Research Council team conducting the trial, told *C&D* the preparation could be developed in oral form. He hoped large scale trials would start soon.

Lewis Woolf abandon silicone

Lewis Woolf Griptight have stopped distributing soothers made of liquid silicone rubber.

The company says that it has voluntarily taken the decision following concern that teething babies or children with teeth could chew through the silicone. Their Nursery branded liquid silicone rubber soothers complied with all the requirements of the British Safety Standard, Lewis Woolf said, but adverse publicity relating to a brand of silicone soother imported from Thailand by another UK-based company, prompted them to distribute warning stickers to retailers for attachment to existing stocks of Nursery soothers.

The company now feels that, no matter how well publicised the warning, it is insufficient. "As a company which has successfully, and safely, traded in the baby care market for over 100 years, we are not prepared to accept any risk involved or indeed to place this burden of responsibility on the mother," explained Peter Weiss, deputy managing director.

"Although liquid silicone rubber theoretically lasts longer than latex, once punctured, the tear resistance of this material is totally inadequate. It is our opinion that, until raw material suppliers can produce liquid silicone rubber with tear strengths significantly improved on current specifications, this material is unacceptable for soothers."

The decision does not affect the company's latex products which are manufactured under a BS kitemark licence.

■ The British Standards Institute is expected to decide this Autumn on a new standard to contain the level of nitrosamines used in the manufacture of latex teats. This could give a boost to silicone teats, which contain no nitrosamines, says a *Marketing* report.

Computer buffs

I need a computer labeller — I have needed one for years. But there are still valid reasons why I hold off committing myself, or my capital. But first let me justify the acquisition.

I have always typed my labels and found I could train staff to type adequately for fast labelling in under three months. The typed label is superior to the handwritten, on the obvious grounds of legibility, and because you cannot fudge directions or names by stylish handwriting. But today, the need to give the patient far more information, which I see as wholly admirable, turns typewriting into a chore with repetitive detailed instructions and warnings swamping the labelling space. And this takes too long!

We have reached the point where, having learned there is an easier way, the old system becomes intolerable. But still I hold back. I reckon I'm right. Looking back over the last two years we have seen the shakeout of all but half a dozen labellers, most of which appear to be standardising on the Amstrad machine. What we are offered is a variety of programs of varying sophistication, being run on a £400 "standard" machine. In most cases for a worthwhile buy, we have to lay out about £1,000, and then another £200 annually on "maintenance" agreements for equipment which rarely needs repair. But these sums have to be paid if we want any sort of support or update facility.

Frankly I don't see it as logical for pharmacists to buy unless they have substantial full-time work for the machines. I am biding my time, waiting for the best of all solutions, the wholesaler machine, which we could rent as a combined unit with in-built modem and order build-up capacity. I would need:

1. Labeller, with capacity to type a series of pre-recorded stock labels for my own specialities and packed goods, in addition to routine labels. I take for granted patent warnings but would hope for automatic VDU interaction warning.
2. It should have the capacity to count drug usage over given periods — say monthly in preselected groups, such as generics, and by name — so that re-ordering becomes a far more logical and calculated business. I would expect a natural consequence of this to be a considerably reduced amount of paperwork and unnecessary duplication of repeat orders at too frequent intervals
3. I would look for a single key mode for re-ordering an item currently being typed. I do not want interactive stock control which I see as flawed by the first out of stock or picking error not entered or, at present

anyway, items ordered from suppliers not on-line.

4. Finally, I want the machine to be coded so that I can direct orders to whom I want. There are valid reasons why a pharmacist wants this. It may be we know our main wholesaler is out of stock, or he stocks a brand of generics our customers find unacceptable. Or we may want to maintain a particular balance of buying, or for financial reasons.

While you would have to be of low intellect not to understand well enough the wholesaler's apparent reluctance to ease their customer's ability to switch ordering to other suppliers, the reality is we have to. I resent it deeply when I find a choice of machine has to be tailored to one of three or four different drug encoding systems. You have only to work in a busy dispensary for a day to discover the sheer irritation of having two or three different modems, and keyboards, using different numbers for the same product. When the out-of-stock list comes up the exasperation of having to look up alternative numbers against a time deadline produces language of a particular quality and a deep hatred. The wholesalers must surely be stupid in trying to tie us this way. Yet they tell us that to deal with any one of them we have to buy their own unique telephone system, and learn a special language before we can talk to them. Alright in the early days of telephony. But now?

Our friends do us a great dis-service directly and indirectly in not having the courage to trust us. The straightforward commercial constraints of having to get the best discount deal we can so as to offset the Government clawback is surely more than enough to ensure "loyalty".

Technically, wholesalers have no great problem in going over to one code, either PIP or an EAN-based number. The gratefulness of users — particularly those of Unichem — would be manifest overnight. And the abandonment of expensive codebooks and shelf labels would more than offset the gloomiest of loss projections.

Personally I don't think there would be losses. Loyalty is the response to good service and long-term satisfaction (shares even), but never due to chains and shackles of an artificial restraint of trade. I stayed with my original wholesalers long after they were seen to be inefficient in modern terms, because I knew the men who worked our branch. They had helped me for years in all sorts of ways. As a result I stuck with them to the end.

I genuinely find it astonishing that the most astute men at the top of the pharmaceutical tree seem to believe that if we were all allowed to speak the same language they would lose business.

More PL(PI)s

The following PL(PI)s have been notified to C&D since the June 28 supplement.

Aeropax (International) Ltd, trading as Stephar BV

PL/4259/0200	Fluanxol 1mg tablets	Flupenthixol dihydrochloride 1.65mg = 1mg base
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PL4259/0197	Surgam 300mg	Triprofenic acid 300mg
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Global Pharmaceuticals Ltd

PL/0576/0016	Indocid 100mg supp	Indomethacin 100mg
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A question of theft

Over recent years, there has been a substantial increase in the number of thefts from businesses. Owners are usually insured against these losses, but what is the employer's responsibility when an employee's property has been stolen?

As far as offices, shops and factories are concerned — premises covered under the Offices, Shops and Railway Premises Act and the Factories Acts — the employer has a legal responsibility to make "suitable and sufficient" provision for staff's clothing, not being used during working hours, to be "hung up or otherwise accommodated". The Court of Appeal has ruled that the employer, in providing these facilities, has to have regard to the possibility of theft and to safeguard against it. So if an employee's clothing is stolen and it can be shown that the employer has not taken sufficient safeguards, he will have to compensate for any loss.

This ruling applies to clothing only. If, for example, an employee leaves a jacket



hanging over a chair and someone takes a wallet containing money from one of the pockets, there is no liability on the part of the business. The same goes for jewelry, handbags and other items.

Some people have tried to claim that — quite apart from the duty for clothing — there is a general duty of care on the part of the employer to safeguard against theft of an employee's property — whether from the outside or by a fellow employee. But the Courts in nearly every case have rejected this proposition. Only where it has clearly been agreed to take precautions has a claim succeeded.

Charity begins at work...

Many businesses make donations to national or local charities. Where these donations are made under deeds of covenant for more than three years, individuals can deduct basic rate tax from the payments. As far as companies run on a limited basis are concerned, relief can be claimed from corporation tax on the total amount of covenanted payments. There is also relief on payments made on a single or regular basis for sponsorship.

The Government has introduced two concessions — one which started earlier this year and the other operating from April 1, 1987.

Under the first arrangement, tax relief can be claimed by companies — other than close companies — for one-off gifts to charities up to a maximum of 3 per cent of the ordinary dividends paid by the company. Tax should be deducted at the basic rate from the gifts at the time of payment.

Under the second, employees will be able to donate to charity through deductions from their salaries, and receive tax relief on donations up to £100 per year. It will be open to employers to decide whether to work such an arrangement and employees will be free to decide whether they wish to take part.

The tax relief for employees will be

given under the "net pay" method similar to the superannuation contributions scheme. That is, donations are deducted from pay before PAYE is applied. The employer pays the donations over to an approved charity agency, which acts as a "clearing house" and distributes the money to the chosen charity.

Change in taking company cars

For 1987-88 arrangements for taxing company cars will be changed. The break points above which higher charges are made will be altered from 1300cc and 1800cc engine size to 1400cc and 2000cc respectively.

And the rates charged for 1986-87 will be increased by 10 per cent. The scales for 1987-88 will be as follows:

Cylinder capacity	Car under four years old	Car four years or more
1400cc or less	£525	£350
1401cc-2000cc	£700	£470
More than 2000cc	£1100	£725

These rates are halved where the car is used for 18,000 miles or more in the tax year, but increased if the car is driven for less than 2,500 miles.

What's the damage?

Unfortunately, there has lately been a great deal of damage done to business property through violence. This has sometimes been due to trouble surrounding football matches where so-called supporters have gone on the rampage. The question is — how do you stand in these situations?

There are, in fact, two channels through which you might be able to claim compensation. First, if the group of people constitute a 'riot', then under an Act of Parliament you can recover compensation from the police authority. For there to be a riot, there is an ancient definition which says there must be at least three people, acting together in a violent way so that a person of 'reasonable firmness and courage' is alarmed. If these circumstances exist — and this is likely if even a small group of people is rampaging down a street hurling objects about or wielding sticks or clubs causing damage to your premises — then it is quite likely that this would be considered a riot.

It may well be that your insurance policy for the business covers you against this type of damage. But whatever may be the case, you should take action immediately, since the claim against the police authority must be lodged within 14 days of the incident.

If you think you are covered by your policy, contact your insurance company straight away and ask for directions. It may well be that your insurers will pay out on the policy and make the claim on the police authority. This will save you a lot of form-filling, and having to deal with official machinery.

Ask for confirmation in writing that the insurers will handle the matter, and see that this comes within the fortnight in which you must act.

If you are not covered, or if the insurers tell you to go ahead and lodge a claim with the police authority, you should act without delay because of the two week restriction on claims.

In the case of looting, as opposed to physical damage, losses should also be covered. But in any case, looting is a form of theft and should be included under your insurance policy.

If an injury has been caused to you or to a member of your staff by the behaviour of the mob, then you should, depending on its seriousness, be entitled to claim under the Criminal Injuries Compensation Scheme. A local police station or the Citizen's Advice Bureau will tell you how to do this.

Chemist & Druggist 6 September 1986

COLOUR BY CLAIROL STYLE BY SEAT PACKS BY BYE



CLAIROL
Nice 'n Easy

10A
NATURAL BLACK BROWN
Shampoo & hair colour with
COMBIDEN PLUS
for lasting richness and shine



CLAIROL
Nice 'n Easy

120
NATURAL DARK BROWN
Shampoo & hair colour with
COMBIDEN PLUS
for lasting richness and shine



CLAIROL
Nice 'n Easy

10P
NATURAL GOLDEN BROWN
Shampoo & hair colour with
COMBIDEN PLUS
for lasting richness and shine



You can wave bye-bye to those packs even faster now, with our great Clairol Nice n' Easy summer on-pack competition.

Your customers could win either this fabulous top of the range SEAT Ibiza or one of 100 runner-up prizes of Clairol 1200 hairdryers. **PLUS** Every entrant receives a coupon for 25p off their next purchase of Nice 'n Easy, ensuring that they will be back to you for more of Britain's leading hair colourant.



So make sure you capitalise on this great opportunity,

by placing an order NOW for Nice 'n Easy.

...It's no wonder more women choose Nice 'n Easy than any other hair colourant.

Nice 'n Easy





Stylite and Nutracare look very Wella

Wella are relaunching Stylite hair mousses and gels, and launching a new variant of Nutracare handcream.

The Stylite range now includes extra-hold variants of mousse and gel, and the four products in the range have silk added.

Packaging has been redesigned to appeal to younger users, who account for 45 per cent of styling mousse sales and 58 per cent for gels, say Wella. The new packs are based on the concept of Batik silk, with a pearlescent effect. Normal-hold packs are pink and extra-hold blue.

To tie up with the new packaging, consumers will be given the opportunity to purchase an Italian silk scarf decorated with a Batik design in pink or blue. The scarves are offered at £3, or £5 for two, with a coupon from the neck tags and leaflets which come with the mousses and gels. These also give ideas for wearing the scarves.

Ear, ear...

Addis Hairdresser brushes are featuring an on-pack offer for free silver earrings.

The offer also includes cultured pearl earrings for £6.95, with a further saving of £2 if another brush is purchased, or sapphires, rubies, emeralds or zirconia set in 9 carat gold for £4.95. *Addis Ltd, Brushworks, Hertford.*

Swaddlers share their Cares

Swaddlers are re-launching their Cares brand of disposable nappy.

Backed by a promotional campaign highlighting the brand's success since its launch two years ago, Cares will be re-launched in colour-coded packs: red for newborn, green for infant and blue for toddler. In addition, says the company, the product will incorporate a softer stay-dry lining and an improved contoured shape for added comfort and protection against leakage.



A £400,000 advertising campaign in magazines including *Woman*, *Woman's Own*, *Vogue* and *Hairflair* will start in the Autumn and continue into 1987.

The new Nutracare variant is perfume free, and aimed at users with sensitive skins and those who don't want skin preparations to clash with their chosen fragrance.

Pump dispensing testers are available for use with the POS display unit, and there are 20p off next purchase coupons on every pack. During the launch period, packs of perfume free and original Swiss Formula Nutracare will contain five free emery boards, in a pack carrying the slogan "self defence for skin", which will also be used in advertising.

A sample of Nutracare will be covermounted to *Women's Realm* during October, and advertising for the brand will appear in the women's Press in a £300,000 campaign during November and December. *Wella Great Britain, Wella Road, Basingstoke, Hants RG22 4AF.*

Swaddlers' managing director, Peter Brenikov, says: "Cares has gained a considerable reputation for its quality, and sales are confidently expected to double over the next year." *Swaddlers Ltd, Princesway, Team Valley Trading Estate, Gateshead, Tyne & Wear NE11 0TU.*

Bathtime TV

Nicholas Laboratories are supporting Radox herbal and moisturising ranges with television advertising during September.

The herbal range will be featured in a £450,000 national campaign featuring the "Yakety Yak" commercials. The campaign coincides with the release of 20 per cent extra free packs, and runs for six weeks from September 9.

The second campaign, worth £475,000, features the highwaywoman commercial for the moisturising range. Advertisements on Central, London and TVS regions will run for three weeks from September 29, along with the "wickedly soft" women's Press campaign. *Nicholas Laboratories Ltd, 225 Bath Road, Slough SL1 4AU.*

Cap this!

LRC Products have introduced a new type of Durex diaphragm — the arcing spring.

The arcing spring is easier to insert correctly and is the most popular type of diaphragm in the US, say LRC. The spring in the outer rim allows the diaphragm to arc in one plane only, giving a firm and narrow leading edge, and when compressed its half-moon shape enables it to slip into the correct position.

Four out of five of the 300,000 or so diaphragm users in Britain currently use the flat spring type but this is not suitable for all women. The arcing spring is recommended for women with mild vaginal abnormalities such as a retroverted uterus and for women with a prolapsed uterus, urethra or anal passage who cannot use any other diaphragm.

Packed in a blue box, it is available in sizes 60mm to 95mm in 5mm gradations (£7.98). It is being launched through family planning clinics as well as pharmacies. *LRC Products Ltd, North Circular Road, Chingford, London E4.*

Carefree join the fold

Johnson & Johnson are introducing a folded and wrapped variant to their Carefree pantyshield range.

Carefree "fold and wrap" will come in regular and deodorant versions, (20 £0.85 and 45 £1.79), packed in individual pouches in pink and pale purple respectively.

The new variant will feature in women's Press advertising from November to January, and the Carefree range has been backed by a £1m television and Press campaign during 1986.

The pantyshield market is worth over £10m, and is the fastest growing sector of the sanpro market, say *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA.*



Chemist & Druggist 6 September 1986

AN OLD FAVOURITE'S BACK ZUBES

A NEW LOOK FOR AN OLD FAVOURITE
THAT'S SURE TO BE A BEST SELLER

WE'VE BROUGHT BACK
THE ZUBES HORSE TO
BRING BACK ALL THE OLD
SELLING POWER!

3 WINNING
FLAVOURS



NATIONAL ADVERTISING STARTS AUTUMN 1986



FAST-MOVING NATIONAL BUS SIDES

PLUS SPECIAL
INTRODUCTORY
OFFER TRADE DEALS

PLUS
ANNOUNCED T.V.
SUPPORT
FROM 1987



ZUBES

FEELING A LITTLE HOARSE?
GO SUCK A ZUBE

not only taste delicious – they're
strong on coughs and sore throats

Distributed by – Cussons (U.K.) Ltd., Kersal Vale, Manchester M7 0GL. Telephone: 061-792 6111



REFLUX ISN'T PLEASANT...

'TOPAL' brings quick relief from discomfort due to gastric reflux in conditions such as heartburn, gastritis, acid dyspepsia, hiatus hernia and reflux oesophagitis.

When chewed, 'TOPAL' tablets produce a foaming gel which floats on the stomach contents, forming a physical barrier which inhibits reflux.

When intra-gastric pressure increases, the gel is pushed upwards into the lower oesophagus and adheres to the mucosa providing a protective coating against stomach acid and allowing any inflammation or ulceration to heal.

...TOPAL' IS.

'TOPAL' has a pleasant caramel flavour which makes it a highly acceptable treatment for most patients. Economical in use, it has the additional advantage of low sodium content.



PRESCRIBING NOTES Dosage and Administration: One to three tablets chewed four times a day after meals and at bedtime. **Contraindications and Warnings:** No specific contraindications, but care should be observed if used by diabetics because of the sugar content (see further information). Antacids may interfere with the absorption of some drugs, especially tetracyclines. **Basic NHS Price:** £1.67 (42 Tablets). **Further Information:** Each tablet also contains 880 mg of sucrose, 220 mg lactose, but no added colouring.

Product Licence Holder:

Concept Pharmaceuticals Limited,
The Old Coach House, Amersham Hill,
High Wycombe, Bucks HP1 3NQ.
Product Licence No.: 0603/0021.
'Topal' is a trademark.

Further information is available from the distributors:

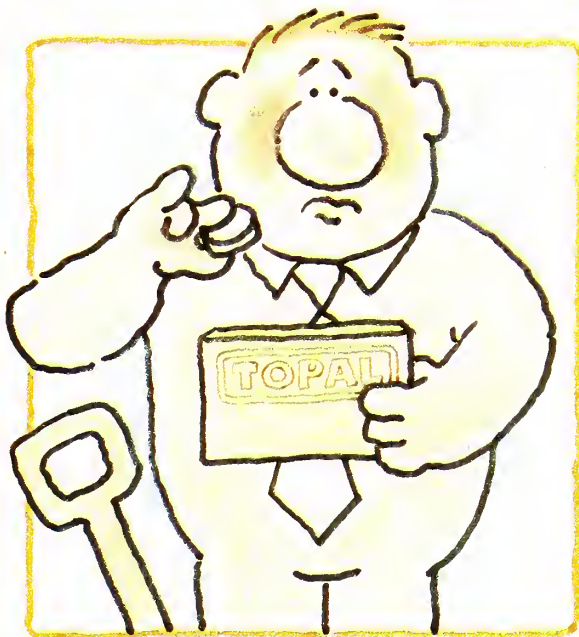


ICI Pharmaceuticals (UK),
Alderley House, Alderley Park,
Macclesfield, Cheshire SK10 4TF.

Topal

alginic acid 200mg, dried
aluminium hydroxide gel 30mg,
light magnesium carbonate 40mg.

QUICK, PLEASANT RELIEF FROM REFLUX SYMPTOMS.





Colgate for tiny teeth

Colgate are launching a new toothpaste designed for 1-6 year olds — around 9 per cent of the UK population.

Colgate Junior has a mild taste and soft consistency developed to appeal to younger children and develop good brushing habits early on. The clear blue gel comes in a 25ml tube, designed to be easy for children to hold, with a design derived from the familiar red Colgate tube but adapted to be attractive to young children. It should retail at about £0.39, say Colgate.

A £500,000 campaign in the women's and mother and baby Press, TV Times and Sunday supplements is just beginning, and the product will also feature in a £10 million household coupon drop. *Colgate-Palmolive Ltd, 76 Oxford Street, London W1A 1EN.*

Driven into competition

Macarths customers will once again have the opportunity to win a new Austin Metro City X in the "Driving Force" Choice promotion competition for September. Entrants will be asked to guess the mileage from Macarths depot in Glasgow to the depot in Wembley. Macarths are also repeating the weekend break voucher scheme. Products on promotion include: Andrews liver salts; Andrex; Aquafresh 3; Baby

Fresh; Bengers food; Bodyform; Brut gift packs; Build-up; Caddy bar; Carylderin; Clearasil; Contac 400; Contactasol 10; 10 soft lens solutions; Crest tartar control; Cymalon; Cystopurin; Dextrosol glucose tablets; Disprol; Durex; Efamol Evening Primrose oil; Efferdent; Elastoplast elastic adhesive bandages; Euthymol; Farley's Breakfast Timers and rusks; Femfresh; Fesovit; Freestyle mousse; Fruittella; Head & Shoulders; Hermesetas; Hydrocare counter display unit; Ironplan; J & J baby shampoo, soap, powder and cotton buds; Johnsons Kling conforming bandage; Libra; Listerine; Lovmi; Masters bar; Mennen Speedstick; Mentos; Milk of Magnesia; Napp Comb; Nurofen; Nutracare; Pampers; Paracodol; Pearl Drops; Pearl soap; Pear's shampoo; Pretty Polly wall display; Prioderm; Procol; Redoxon; Scotties tissues; Signal toothpaste; Sine-off; Suleo; Sunsilk hairspray; Vidal Sassoon; VO5 styling; Wisdom toothbrushes; Zest toilet soap.

Macarths Ltd, Chesham House, Chesham Close, Romford, Essex RM1 4JX.

ON TV NEXT WEEK

GTU Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
CCentral	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Arret:	G,Y,TTV
Askit powders:	GTV, STV
Farley's Breakfast Timers:	Bt
Imperial Leather:	All areas
Jaap's health salts:	GTV,STV
Jordan toothbrushes:	All areas
Le Clic cameras:	TTV
Listerine:	All areas
Nurofen:	All areas
Peaudouce Babyslips	Bt
St Clements soft drinks:	All areas
Signal:	All areas,C4,Bt
Silkience Style Set:	All areas
Simplicity:	All areas,C4
Vidal Sassoon:	
	GTV,U,STV,Y,C,A,HTV,CTV,TSW,TVS,
	LWT,TTV,TT



Robinson's Baby Foods are offering free Winnie the Pooh story bricks on the Baby Foods range and a trainer bottle on Pure Baby Juice, with proofs of purchase. *Colmans of Norwich, Carrow, Norwich NR1 2DD*

Take a Seat

Clairol are offering a Seat Ibiza car as first prize in an on-pack competition on Nice 'n' Easy hair colourants.

During September competition entry cards will be slotted into all Nice 'n' Easy packs on shelf. Entrants must place in order of importance the attributes of the product. Proof of purchase is required and every entrant will receive a 25p coupon towards their Nice 'n' Easy purchase. In addition to the car there are 100 runners-up prizes of Clairol hairdryers.

Supporting the competition Seat will be organising test drives and open house invitations to local dealers. Clairol will be organising the siting of Ibizas in shopping centres up and down the country.

Television advertising for the brand continues during September, say *Bristol-Myers Co Ltd, 5 Wakeleys House, Milton Road, Ickenham, Uxbridge.*

Post-Reye's

Reckitt and Colman say new Dispirin packs, available soon, will not carry instructions for children's dosage. *Reckitt and Colman Products Ltd, pharmaceutical division, Dansom Lane, Hull.*

WALKER DAVIS & CO LTD.

order your XMAS TOILETRIES NOW
RANGES INCLUDE POPULAR GIFT SETS

**FAMILY BATH/GINA
CALIGULA/COUNTRYMAN
OZONOL**

Brochures and prices from:
Walker Davis & Co Ltd., Clifton House, 83/89 Uxbridge Road, Ealing W5 5TA.
Telephone: 01-840 6144. Telex: 936207 PHL G.

A Vantage point on national TV

After the success of the Spring Vantage television campaign, the Autumn campaign is to be national. "Our analysis showed the Waltons' commercial was widely accepted by Vantage members. Sales of the Vantage brand were up by 70 per cent in some areas. By choosing such an instantly recognisable family to represent Vantage, the public are much more aware of the benefits of shopping in Vantage pharmacies. We know the consumer is on the lookout for Vantage pharmacies where she can buy the products and this is an excellent marketing opportunity for our members".

The Autumn campaign on ITV, Channel 4, and TV AM starts on September 8 and runs until November. As a result of the launch of Vantage in Northern Ireland, where there are now over 50 Vantage pharmacies, more television will be allocated to Ulster TV, and plans are now well advanced for significant developments to Vantage in the New Year, says *Vestric Limited, West Lane, Runcorn, Cheshire WA7 2PE*.

For travellers for Christmas

A mosquito killer, a portable coffee machine and two Christmas gift packs are the latest introductions from Traveller International Products Ltd, who are also running a holiday savings promotion on their range of portable electrical appliances.

The Buzz-off mosquito killer (£6.95) is a small unit which contains a tablet of Biothrin synergised pyrethroid and is plugged into a wall socket. Twenty tablets are provided and each gives off vapour for 10 hours. Quick Café (£14.95) offers a choice of espresso or filter coffee and can also heat water for other hot drinks. Weighing 500g, it comes with a large cup.

The gift packs contain a travel alarm clock and an international adaptor. In addition, Super-pac I contains the travel jug kettle and Super-pac II contains the Little Smoothie travel iron (£19.95).

Vouchers offering savings of up to £40 on a wide range of holidays from 20 tour operators are included in 400,000 promotional packs of the company's appliances. Products in the promotion are the travel jug, the Hot Rod cup immersion heater, the travel iron, the Quick Café, and the gift packs.

POS material featuring Henry Cooper includes window stickers and header sleeves designed for the travel bar counter/wall display unit. Advertising is planned for October in national dailies and women's magazines. *Traveller International Products LTD, 51 Hays Mews, London W1X 7RT.*

Konica pics

Konica have launched a 35mm format Konica SRV 3200ASA film which goes on sale in Japan after Christmas, and will be available in the UK next year.

Sample prints and technical specifications are on show at Photokina in West Germany this week, say *Konica UK Ltd, Konishiruko House, Plane Tree Crescent, Feltham, Middlesex TW13 7HD*.

Sunny wipes

LRC are offering a free "ocean sunrise" tea towel with three proofs of purchase from Marigold gloves.

The offer is featured on two million packs and will run until March 31. It will be supported by a £100,000 poster campaign in shopping precincts nationwide, running from October 1 for four weeks. *LRC Products Ltd, North Circular Road, London E4 8QA*.

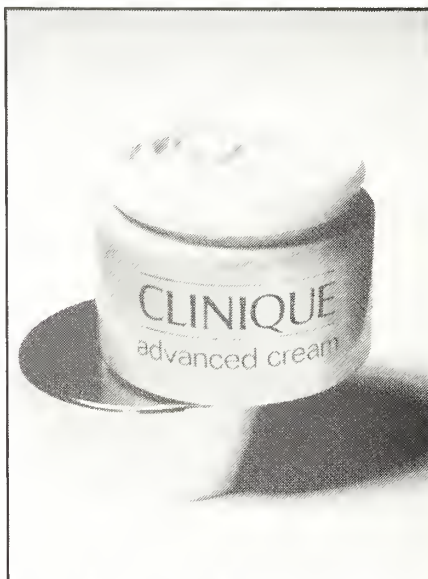
Comb the area

Napp detector comb is a plastic comb designed to aid head examination and detection of head lice.

The product is to retail at £0.99 and is supplied in outers of 12. *Napp Laboratories Ltd, Cambridge Science Park, Milton Road, Cambridge CB4 4GW*.



A new counter unit for Mulcets containing six packs (£3.90 plus VAT or £7.20 for two) is available from *David Anthony Pharmaceuticals Ltd, Edwards Lane, Speke, Liverpool L24 9GH*



Advancing on older skins

Clinique are to launch a new skincare range for older skins, called the Advanced Collection. Products will be launched separately, starting with Advanced Cream in late September. A second product will appear in early 1987.

Advanced Cream (15ml £21.50, 30ml £32) is designed to be used day and night and can be worn under make-up, say Clinique. It will be advertised in the women's Press during October. *Clinique Laboratories Ltd, 54 Grosvenor Street, London W1X 9FH*.

Tropical taste

Unican are launching a range of tropical fruit wine concentrates.

Unican Tropical Reserve — which is to be backed with an in-store tastings programme and full colour specialist and consumer Press advertising — comes in four flavours: kiwi and lychee; pineapple and guava; passion fruit and five fruits (pineapple; passion fruit; kiwi; lychee and mango). *Unican Foods Ltd, Unican House, Central Trading Estate, Bath Road, Bristol BS4 3EH*.

L'Insolence of Charles Jourdan

Charles Jourdan are launching a new fragrance called L'Insolent.

Aimed at the assertive, confident woman it is packaged in red and black. The range comprises eau de parfum (50ml £45, 35ml £35), eau de toilette (100ml £30, 50ml £19) and vaporiser (75ml £30, 75ml refill £19.75). *Bergal Ltd, PO Box 209, 3 Rhodes Way, Watford, Herts WD2 4QE*.

Since they introduced a LinkLine 0800 number Autoglass Windscreens have had a smashing time.

In the first six months alone, they enjoyed a 30% increase in traffic.

All thanks to the fact that their customers' calls are now free and, on average, are answered within 10 seconds.

If your windscreen is shattered, so are you. You don't want to spend time phoning around or going through an operator.

LinkLine scores by being quick and easy to use.

**WITHOUT
YOU COULD BE
ON
OF YOUR**

as well as providing 100% coverage of the country.

Many other companies, besides Autoglass, are profiting from the use of LinkLine.

Why not join them?

Although you pay for the service you will quickly find it pays for itself.

As your customer response rate increases so your business expands. The perfect equation.

Further proof that LinkLine will help to put your business well and truly on the map.

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**LINKLINE
MISSING OUT
30%
BUSINESS.**

LinkLine is a free service which allows you to contact your customers directly. It is a simple, easy to use system which can be used by any business. LinkLine is a free service which allows you to contact your customers directly. It is a simple, easy to use system which can be used by any business.

Fuji making new compacts

Fuji are adding two 35mm compact cameras to their range. They are being launched at Photokina in West Germany this week and will be available in Britain towards the end of the month, says the company.

The DL-150 features drop-in film loading, auto exposure, automatic flash, DX decoding and a sliding lens cover.

The DL-300 features drop-in loading and a prewind system, digital LCD panel showing the camera functions, auto exposure, DX decoding up to 1600 ISO, self timer, and sliding lens cover.

Fuji Photo Film have chosen a new corporate slogan — "Imaging and Information". The basic composite logo contains the Fuji corporate logo, the words "Fuji Film", followed by "I&I" and below in smaller type "Imaging and information". *Fujimex Ltd, division of Hanimex (UK) Ltd, Faraday Road, Dorcan, Swindon, Wilts SN3 5HW.*

Stick it in the family album

Web International have added four new photograph albums to their 'Snap Happy' range.

The albums are available in a range of styles and colours and are targeted at the medium price, high volume market.

The four albums are: HXS24 Selfix spiral bound model with 24 white selfix pages, and cover designs on laminated paper (£3.95); HF8064 and HF8053 flip models, both with 80 flip pockets, and finished in grained vinyl with gold block design on front cover and spine (HF8064 £2.95, HF8053 £2.75); HP60 photoboard model, with 60 white photoboard pages and glassine interleaves, finished in grained vinyl with library style gold block design on front cover and spine (£4.95). and W36 mini wedding album with 36 pockets finished in white vinyl and featuring wedding bell motif in silver blocking (£2.25) *Web International Ltd, 54-58 Park Royal Road, London NW10 7JF.*

Cooker lookout

Lewis Woolf Griptight are now including a warning about using a microwave, on packaging for their feeding bottles.

The company says on its packs "If

microwave oven is used — caution! The outside of the bottle will feel cooler than the feed. Therefore always check the temperature of feed before offering to baby."

The move follows a recent report in *The Lancet* describing babies whose mouths had been scalded by microwave heated foods. *Lewis Woolf Griptight Ltd, Oakfield Road, Selly Oak, Birmingham B29 7EE.*

Vaseline stick to lips

Chesebrough-Pond's are relaunching Vaseline Constant Care lip balm in two new prepacks both containing 48 sticks.

One unit contains 48 natural lip balm, the other has 24 natural, 12 strawberry and 12 vanilla variants.

Toni Hilton, Vaseline product manager, says the new packaging is designed to convey the brand benefits, and both prepacks were specifically designed to make effective use of limited counter display space.

The 1985 retail price (around 59p) will be maintained throughout the 1986/87 Winter season, say *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks.*

Coupon caper

Imperial Leather products will feature a cross-couponing promotion from September.

Coupons worth a total of £400,000 off Gold shampoo will appear on Imperial Leather soap (5p off), shower gel and talc (15p off), and dry deodorant (15p off). Special twin packs of the deodorant will be introduced to coincide. *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

On the map

Atlas Dermalex cream (250ml, £3.51 trade; £6.05 retail) which has been available in hospitals for about 18 months is now to be distributed more widely.

The cream contains squalene 3 per cent, triclosan 0.075 per cent and allantoin 0.25 per cent. It is intended to be used to protect skin from irritation, as a massage cream and as a moisturiser, say suppliers Atlas Medical Co. It should be applied sparingly every four to six hours. It should not be used on broken or seriously burnt skin. *Atlas Medical Co. Ltd, 20 Abercorn Place, London NW8 9XP.*



Little green ads from Mars?

Mars are investing £3.5m in television advertising for Tunes and Locketts this Winter. Advertising starts in October and continues throughout the season. A promotional programme featuring on-pack offers on both brands will run throughout the season.

Some 1,250 £6 music vouchers can be won in the Tunes consumer promotion "Sounds Easy", the correct answers on a phone-in gaining entry to the prize draw.

The Locketts "Double tickets" promotion also involves a phone-in, with the chance to win 600 £20 vouchers to buy theatre or sports tickets. Collecting tokens on outers will enable retailers to enter the competitions too, and for the duration of the promotion, outers of Locketts will contain two and Tunes three extra free. *Mars UK Ltd, Dundee Road, Slough.*

Double offer

Typharm are currently offering a "bonus double" on Effercitrate and Veracur gel. Mixed orders under 50 units attract "ten plus one free" in addition to the usual wholesaler discount, while mixed orders over 50 units get "ten plus two free". Details are available from RDG representatives or direct from *Typharm Ltd, 14 Parkstone Road, Poole, Dorset BH15 2PG.*

Jumping jojoba!

Alberto-Culver are offering a free 15ml tube of jojoba wax banded to 150ml bottles of Jojoba factor system shampoo from *Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants.*

Chemist & Druggist 6 September 1986

A
STRANGE
WOMAN
APPROACHES
YOU
AND SAYS

"I think I might be pregnant."

WHAT DO
YOU DO?

You sell her the Predictor Colour home pregnancy test. Because you know that she'll get an accurate result in only 30 minutes. You also know it's extremely easy to use. The liquid stays pink if she's not pregnant, it changes colour if she is.

You may well want to add that Predictor have had more experience than anyone else in the home pregnancy test market.

It's also the best test from your point of view. Predictor Colour is being supported by a £300,000 promotional campaign this year, which will allow you to benefit from the rapidly growing market. And it's £6.75 in your till for every test that's used.

So the next time a woman approaches you with a similar problem, make sure you're ready with the answer.

Predictor
Colour
The 30 minute
Home Pregnancy Test



THE ANSWER



'Tasty' story for TV

Seven Seas Health Care cod liver oil capsules are to appear in a £400,000 national television campaign for three weeks from September 29.

The campaign, designed to create greater consumer awareness of the brand, will promote the message "Seven Seas cod liver oil, remember the goodness, forget the taste".

There is also new point of sale material for the brand to support the campaign, which carries scenes from the advert and will be available from company representatives.

"This is the second television campaign in two months by Seven Seas. It clearly demonstrates the firm commitment by the company to developing Seven Seas, which is now the leading health supplement brand in chemists", say Seven Seas Health Care Ltd, Marfleet, Kingston-upon-Hull HU9 5NJ.

Mentho-lyptus on TV

Halls Mentho-lyptus is to be backed by £1.5m in national television advertising.

The first part of the campaign begins late next month running until the end of November.

New packaging designs are being introduced to improve consumer appeal and enhance the "vapour action" slogan. POS material for the product will be available from cash & carry outlets and from wholesalers, says Halls.

A 70g bag of original flavour mentho-lyptus is to replace the 110g size. The price has been reduced to £0.35.

For the trade a free Westclox quartz alarm clock is offered for 15 proofs of purchase. *Hall Brothers, Dumers Lane, Radcliffe, Manchester.*

Simple hair care products are to be relunched with a new look following that of the skin care range. The identity has been retained, but softened with a new honey shade and graduated toning. Shampoos and conditioners now feature a new "easy to handle" bottle shape. *Albion Group Plc, Albion House, 113 Station Road, Hampton, Middlesex.*

New look for Junior Mucron

Ciba Consumer are repackaging Junior Mucron syrup to "create a more modern image and greater consumer appeal for the brand". The product's sales have been held back in recent years because of its very old fashioned packaging, says marketing manager Roy Simpson. The new packaging, due to appear this month, will be given extensive below the line and merchandising support this Winter, say Ciba Consumer Pharmaceuticals, Wimblesbury Road, Horsham, West Sussex RH12 4AB.



...yet more quality generics from Wyeth



Unparalleled quality

As a major international research and manufacturing house Wyeth offer you generic products with an unparalleled guarantee of quality.

You and your patients can benefit from an extended range of Wyeth quality generics which now includes lorazepam and glibenclamide. To enquire about our competitive prices, or any other matter, ring the Wyeth 'Hotline' on 06286 4377 Ext 4519.

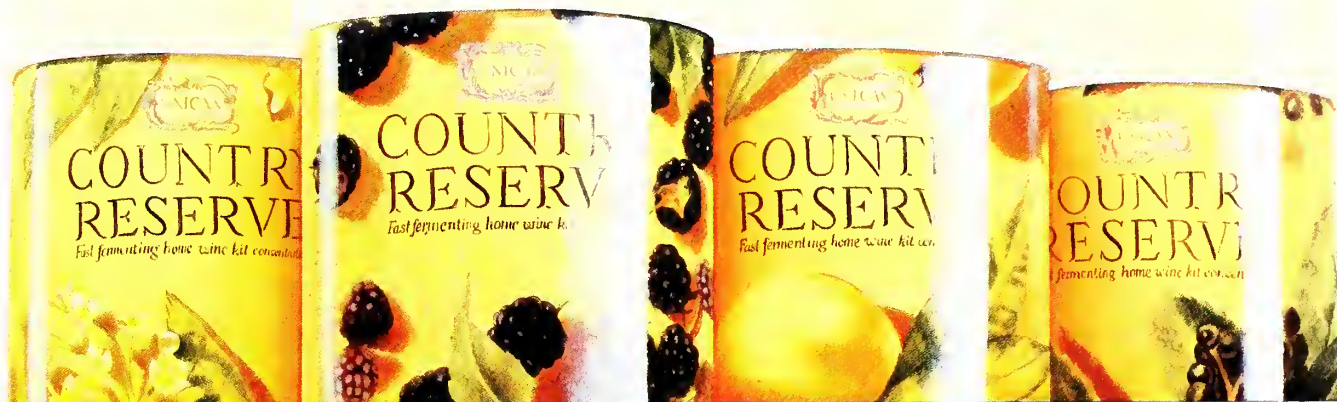
WYETH* GENERICS



*Trade mark



Last year nobody left the country.



This year they'll be going to the tropics.



Last year Unican harvested success with the launch of Country Reserve. This year we're casting our sights even farther afield. To the tropics, in fact, and our new Tropical Reserve range.

Introducing four exotic flavours: Kiwi and Lychee, Pineapple and Guava, Five Fruits, and Passion Fruit.

Each one will bring a taste of sun-drenched beaches

and palm-fringed lagoons to home winemakers.

They'll add a dash of colour to your shelves, too. Which is where you should display the whole range.

Because when home winemakers start rushing to the tropics, you won't want to get left behind.





Tailor made finance for Chemists

If you are thinking of buying a pharmacy, or extending your present business; the new guarantee scheme now available from AAH group wholesalers is worth measuring up.

Advantages over other schemes are

- No early repayment penalty
- No restriction on the resale of your pharmacy
- Competitive interest rates
- No limit to the size of the loan
- Backed by a comprehensive wholesaler service from member companies.



Please send me the Statim Finance Limited information booklet.

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Name of business _____

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Send to your local branch of Hills Pharmaceuticals Ltd.,
Herbert Ferryman Ltd.,
Mawson & Proctor Pharmaceuticals Ltd.,
Northern Pharmaceuticals Ltd.,
or Vestric Ltd.



Members of the AAH Holdings plc Group.

Novo's rationalisation of insulin continues

Novo Laboratories have announced a further rationalisation of their range of insulins by replacing some porcine insulins with their human equivalents. The company says human insulins are less immunogenic in the long-term and it is logical to avoid duplication where there is a direct human equivalent. And Ultratard MC was replaced by Human Ultratard as the first step in this rationalisation process. The company have received very few reports of any problem caused by this move.

Over the next six months doctors will be switching patients from Actrapid MC and Monotard MC to Human Actrapid and Human Monotard. Dosage requirements are virtually the same so patients will only need to make their customary adjustments to maintain control, say Novo. Explanatory patient leaflets have been produced, and, during the changeover period, all packs will carry information on the change.

After March 8, 1987, Actrapid MC and Monotard MC will not be available through the normal channels, but for an additional three months, supplies may still be obtained through distributors. *Farillon Ltd, Bryant Avenue, Romford, Essex, RM3 0PJ.*

Atenolol tablets 50mg and 100mg are now available in blister packs of 28 from Cox Pharmaceuticals. Atenolol 50mg tablets (£4.88) are orange, circular, biconvex, film-coated, impressed with the letter "G" on one face and the letters "AT50" on the reverse. The 100mg tablets (£6.98 trade) are orange, circular, biconvex, film-coated, impressed with the letter "G" on one face and the letters "AT100" on the reverse.

An introductory offer is available from Cox direct or through representatives. *Cox Pharmaceuticals Ltd, Whiddon Valley, Barnstaple, Devon EX32 8NS.*

Lederfen tablets are to be available in an effervescent formulation.

Lederfen "F" tablets are being launched on September 15. Each contains 450mg fenbufen. The tablets come in packs of four tubes of 14 tablets (£19.80 trade). *Lederle Laboratories, division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants PO13 OAS.*

Following its discontinuation, enquiries concerning supplies of **Ospolot** tablets and suspension under the Medicines (Exemption from licences) (Importation) order should be made to: D.A. Lee, medical services manager, *Bayer UK Ltd, Pharmaceutical Division, Bayer House, Strawberry Hill, Newbury, Berks RG13 1JA.*

Guarina — 60-sachet packs will be supplied in future as 2 boxes of 30 sachets, film-wrapped as one unit. The product remains unchanged in all other aspects, say *Norgine Ltd, 116-120 London Road, Headington, Oxford OX2 9BA.*

Lodine 200mg capsules are now available in packs of 250 (£69.70 trade). say *Ayerst Laboratories Ltd, South Way, Andover, Hants SP10 5LT.*

Fluvirin surface antigen, flu vaccine for the coming 1986/87 season will be available from September 15. Fluvirin will be available in a 0.5ml (one dose) prefilled syringe (£4.10 trade). The multi-dose vials will not be available this year, say *Evans Medical Ltd, 318 High Street North, Dunstable, Beds LU6 1BE.*

The product licence for Asmapax tablets will lapse on December 31 and Nicholas Laboratories have now discontinued the product. The company say a limited supply is available on a named-patient basis on application by the subscriber to *Nicholas Laboratories Ltd, PO Box 17, 225 Bath Road, Slough SL1 4AU.*

FLU

COULD RUIN YOUR PLANS

PLANNING AGAINST FLU

MFV-Ject[®]

INFLUENZA VACCINE

Doctors are now planning their flu vaccination programmes. Of course, you will want to be prepared when the first prescription for MFV-Ject[®] Influenza Vaccine arrives so now is the time to order your stocks.



MFV-Ject[®] is a highly purified split-virus vaccine available in a mono-dose pre-filled syringe with a small needle designed to increase patient acceptability.

Abbreviated prescribing information. Name of Product: MFV-Ject[®] MERIEUX INFLUENZA VACCINE.

Inactivated Influenza Vaccine (split virion) BP. **Presentation:** MFV-Ject[®] is available in mono-dose pre-filled syringes. MFV-Ject[®] is Inactivated Influenza Vaccine (Split virion) BP, purified by zonal ultracentrifugation and extraction with ether. The strains of influenza virus contained in the vaccine will be those recommended by the World Health Organisation for the winter of 1986/87. Not more than 0.05mg thiomersal as a preservative.

Uses: Prophylaxis against influenza.

Dosage and Administration: By subcutaneous or intramuscular injection. Adults and children over 13 years of age: Single dose 0.5ml. Children under 13 years of age: Not recommended. The vaccine should be allowed to reach room temperature before use. **Contra-indications, Warnings etc. Contra-indications:** Persons known to have sensitivity to egg protein. **Side effects:** The incidence of side-effects with the vaccine is minimal due to the purification method; however, a transient erythema, tenderness or pain at the site of injection or mild fever may appear within the first 48 hours.

Precautions: The vaccine should be used with caution in patients with a history of allergy. **Overdosage:** Not applicable. **Pharmaceutical Precautions:** Protect from light and store at 4°C. Do not freeze. **Legal Category:** POM. **Package Quantities:** Mono-dose in pre-filled syringe (0.5ml) unit dose pack.

Basic NHS Price: Single dose syringe £3.55. Price at February 1986 (subject to change). **UK Product Licence No.** 0093/0034 (at February 1986).

Further information: See data sheet, or contact Merieux UK Ltd, Fulmer Hall, Hay Lane, Fulmer, Slough SL3 6HH. Tel: (02816) 2566. MFV-Ject[®] is a registered trade mark. Latest information.

If you would like patient information leaflets, or a representative visit, please tick the appropriate boxes

Patient information leaflets

Further information

Representative visit

NAME

BUSINESS ADDRESS

Please return to:
Servier Laboratories Limited,
Fulmer Hall, Windmill Road, Fulmer,
Slough, Bucks SL3 0BT.

Atenolol

A new high quality generic
from Cox Pharmaceuticals



Atenolol from Cox. 50mg & 100mg

In special blister packs of 28 tablets for
convenience to the pharmacist and patient.

Consistent quality you know you can trust.

Make sure you order sufficient quantities from
your local representative or usual wholesaler.



Further information is available from:
Cox Pharmaceuticals,
A H Cox & Co Ltd, Whiddon Valley, Barnstaple, Devon EX32 8NS.
Tel: (0271) 75001



Diabetes — another use for cyclosporin?

Cyclosporin, a suppressor of T-lymphocyte-mediated immunity, has revolutionised the management of destructive immunological processes, for example, the rejection of the transplanted heart or bone marrow. It is now being evaluated in diseases which may have an auto-immune component. A clinical trial of cyclosporin in the treatment of insulin-dependent diabetes was recently published.

Some 122 newly-diagnosed insulin-dependent diabetics were treated with insulin and taught to monitor blood glucose levels; half were then treated with cyclosporin and half with placebo under double-blind conditions. After six months, 46 per cent of the cyclosporin group needed only low doses (16 units or less) of insulin daily, with 25 per cent needing no insulin at all. In the placebo group, a comparable number could manage without insulin but fewer were satisfactory with low doses.

After a further three months, the number of patients in partial or complete remission had dwindled to 18 per cent compared with 37 per cent of those given cyclosporin — a significant difference. Therefore, cyclosporin had arrested the symptomatic development of diabetes in about a quarter of the subjects.

This form of diabetes appears to have an immunological component — and other research has suggested the existence of antibodies to insulin-secreting pancreatic beta cells — but it is not known why only a proportion of the subjects responded to treatment. The dose in these individuals may have been too low, or they may have been diagnosed too late to prevent the destruction of beta cells by the disease.

Furthermore, the adverse effects of cyclosporin must be compared with those of insulin. Cyclosporin is nephrotoxic and, in this study, reversible changes in laboratory

measures of kidney function occurred. Other side-effects included increased hair growth — mostly in women — gum hyperplasia, and paraesthesiae. A few patients given cyclosporin also developed hypertension. And it is not known whether cyclosporin will protect against the long-term complications of diabetes.

These doubts mean that the use of immunosuppression in diabetes is likely to remain limited to clinical trials until the effects of chronic treatment are better understood.

Nonetheless, a worthwhile avenue of research is now available which may ultimately provide a cure for diabetes.

Oral contraceptives and epilepsy

Among the morass of text on the oral contraceptive package insert are two warnings to women with epilepsy. First, OCs may increase the likelihood or frequency of seizures, and second, anticonvulsants may reduce the efficacy of OCs. American doctors have recently proposed some pragmatic advice to accompany these warnings.

The warning that OCs may make epilepsy worse is not based on clinical evidence. Oestrogens reduce the seizure threshold in animals and cause epilepsy-like changes in the electroencephalogram when applied to the brain. Direct intravenous injection of oestrogens in epileptic women similarly increases this brain activity. However, other studies have shown that progestogens antagonise these effects and some progestogen-only formulations have been shown to improve seizure control. Finally, clinical trials with OCs have not detected an exacerbation of epilepsy.

Anticonvulsants may reduce the efficacy of OCs by inducing the enzymes which metabolise oestrogens and progestogens, although **sodium valproate** and **clonazepam** do not appear to exert this effect. OC failure in epileptic women taking anticonvulsants is particularly important because there is an excess risk of malformations in the foetus — although the

risk from uncontrolled epilepsy is believed to be greater. However, not all women taking anticonvulsants will experience a reduction in contraceptive efficacy, and it is currently impossible to predict who will be affected. Breakthrough bleeding is an obvious symptom of reduced hormone levels.

These authors conclude that a woman taking an enzyme-inducing anticonvulsant — eg **carbamazepine**, **phenobarbitone** or **phenytoin** — should initially try a low dose OC containing 30 to 40mcg of ethinyloestradiol. Because of the variable response, the dose of oestrogen should then be adjusted to the minimum bleeding for each individual which prevents breakthrough. During this period, alternative methods of contraception are necessary. If treatment with anticonvulsants is started or discontinued during OC use, the oestrogen will again require alteration.

The intra uterine device is a further alternative for older women, but sterilisation is suggested for women who do not plan to become pregnant. Whether this accords with UK opinion is debatable: sterilisation is usually regarded as a last — and final — resort. Bearing this in mind, however, these proposals provide a basis for useful counselling when questions about OCs and anticonvulsants arise.



Antidepressants for disorders eating

Although media interest in anorexia nervosa has waned, this and other eating or appetite disorders are relatively common. It has been estimated that, in girls aged 16 or over, the incidence may be as high as one in 250. Psychological treatment is necessary, but there has also been a sustained interest in the use of drugs to treat anorexia, including neuroleptics, anticonvulsants, lithium, zinc, and cyproheptadine (which is actually licensed as an appetite stimulant).

Typical symptoms include severe weight loss, avoidance of food, amenorrhoea, and a disturbed body image, but perhaps because symptoms of depression are also common, recent research has centred on the use of antidepressants. However, there are few placebo-controlled trials of antidepressants in this context, and even these have so far produced equivocal results.

In general, although antidepressants improve mood in anorexics, they have not been shown to produce a sustained weight gain. Minor adverse reactions, such as drowsiness and dry mouth, are common and may form an obstacle to compliance.

Amitriptyline and **cyproheptadine** were recently compared with placebo in 72 women with anorexia nervosa of up to ten years' duration. Overall, although the differences were not always significant, the women who were given active treatment tended to gain more weight more quickly, and cyproheptadine appeared to be slightly superior to amitriptyline. Closer analysis of these data showed that the sub-group who also had symptoms of bulimia — repeated binge eating and purging or vomiting — responded better to amitriptyline but worse to cyproheptadine.

Some other antidepressants — but not **mianserin** — are effective in bulimia itself. Whether this also means that bulimia is pathologically distinct from anorexia nervosa is unclear, but the difference in therapeutic response provides clues for investigation. For example, cyproheptadine and mianserin are known to affect the functions of the neurotransmitter 5-HT more than amitriptyline. Further studies may therefore improve the selection of adjunctive drug treatment for different appetite disorders.

Cheaper rabies vaccine

Rabies is endemic in most parts of the world — including much of Europe. After an untreated bite, the spread of the virus throughout the central nervous system is invariably followed by death. Although an effective vaccine has been available for several years (human diploid cell vaccine), it is very expensive and supply is limited. In countries such as India, where three million people are treated every year, these constraints pose a major problem.

The most effective rabies vaccine in the past has been grown in cultures of human fibroblasts. This is expensive — a course of five or six intramuscular injections costs about £100 — but cheaper alternatives may carry a higher risk of adverse effects. However, substantial savings may now be possible with the development of a

manufacturing technique which is better suited to mass production. Rabies virus can now be grown in a culture of monkey kidney cells which proliferate in vats of micro beads, which have a large surface area. This means large scale culture and harvesting, and the final product should therefore be cheaper.

Cheap or not, a new rabies vaccine must be proved to be as effective as human diploid cell vaccine. A clinical trial in 106 victims of rabid animal bites in Thailand recently showed that the new vaccine was 100 per cent effective in preventing infection.

If further trials substantiate these findings, the new process could provide cheap rabies vaccine — and perhaps also other vaccines — for the Third World.

Which drug for hay fever?

Before the advent of the non-sedating antihistamines **terfenadine** and **astemizole**, corticosteroid or cromoglycate nasal sprays offered the only alternative for alleviating symptoms without sedation. Steroid sprays are effective, but a recent report of slight — and perhaps clinically unimportant — adrenal suppression caused by inhalers, and isolated reports associated with intranasal use, may cause concern. Some people also experience local irritation and sneezing caused by the aerosol propellant, although the new aqueous sprays are better tolerated.

The adverse effects of the new antihistamines appear to be uncommon and mild, although astemizole may cause weight gain. However, experience of their use compared with that of sprays is relatively limited. Two recent clinical trials have compared the two treatments.

Terfenadine was compared over one month with aqueous beclomethasone spray in 40 patients with proven hay fever. Overall, the only significant difference between the group was better relief of eye symptoms in those given terfenadine. However, when only high pollen count days were considered, beclomethasone was significantly better in controlling nasal symptoms.

In the second trial, astemizole was compared with beclomethasone aerosol in 73 hay fever patients. Eye symptoms were again better controlled by the antihistamine, but no important differences were detected. In this study, cromoglycate eye drops were also permitted as needed.

These data indicate no single drug can provide full relief for many people with hay fever. Beclomethasone spray is needed for nasal symptoms and antihistamines are needed for the eyes. With either drug, eye drops may also be required. Polypharmacy will therefore remain the rule for hay fever sufferers.

Topics in Treatment is a regular series by Stephen Chaplin, MPS, staff pharmacist, Regional Drug Information Unit, Wolfson Unit of Clinical Pharmacology, Newcastle-upon-Tyne, looking at current developments in prescription medicines.

A list of references used in the preparation of this article is available from the Editor.

There's a new name behind all Luitpold products

The logo for Panpharma, featuring the word "panpharma" in a white, lowercase, sans-serif font. A white curved line, resembling a smile or a stylized 'p', is positioned below the letters "pharma". The entire logo is set against a solid black rectangular background.

Panpharma is a newly created British Company which is now handling all Luitpold products; the same team of management and representatives will continue to operate within the new Company.

Full information on request

PANPHARMA LIMITED

Hayes, Middx. UB4 0JN. Tel: 01-561 8774



Chemex puts the modern age on show

Computers figure largely in this year's Chemex, where stands will include the latest technology for stock control, credit control, patients' records and reordering cash registers. In all there'll be some 300 stands and over 250 exhibitors in the show, which starts on Sunday September 14 and goes on until Tuesday September 16. For the first two days the exhibition opens till 9pm — with a wine and cheese party on the Monday evening — and on Tuesday it closes at 5pm. And if you're feeling lucky you can enter the daily draw — in the hope of winning a £150 prize

Trio go for a break

A ménage à trois will be set up for this year's Chemex on **stand number 4**. Pharmagen, Braun and BASF are getting together on a promotion focussed specifically at chemists, with the offer of a bargain break. All visitors will have their name entered into a draw for a Trusthouse Forte bargain break holiday of their choice. Anyone placing a minimum order of £150 with Braun, or ordering a BASF starter pack for retailers will get a free Braun battery shaver and a BASF three hour high grade video tape respectively.

And Pharmagen will give away the holiday vouchers to customers ordering both Braun products and the starter pack. BASF say they have only just begun to study the chemist sector as a new area for their blank audio and video tapes. So they are offering the starter pack which, they say, on Pharmagen's "best terms" of £91.50, offers a gross profit of £38.02 based on a rsp of £148.95. *Pharmagen Ltd, Church Road, Perry Barr, Birmingham BA4 2LD; Braun Electric (UK) Ltd,*

Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex; BASF (UK) Ltd, BASF House, 151 Wembley Park Drive, Wembley, Middlesex HA9 8JG.



A triple offer featured on Stand 4.

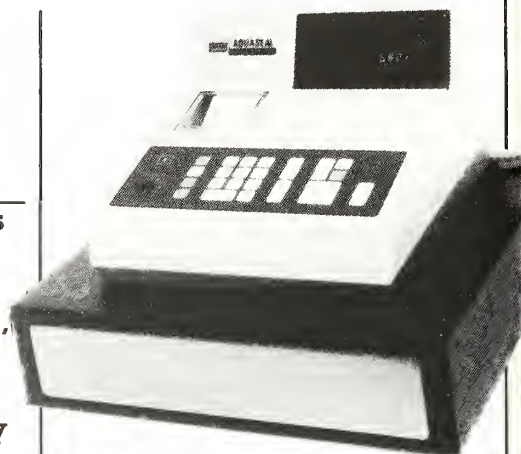
Eye eye!

Coopervision, who set up a pharmaceutical field sales force in June, will be exhibiting their contact lens solutions on **stand 204**. This is the first major show attended by the sales force and the Contactosol 10.10 system for soft contact lenses will be featured in the display.

Coopervision Optics Ltd, Permalens House, 1 Botley Road, Hedge End, Southampton SO3 3HB.

Menley & James' new looks

On **stand 214** you can see four products now available from Menley & James — three of which have been repackaged. Placidex paracetamol syrup and Secron, a decongestant, in their new "highly visual" cartons, are advertised in specialist mother and baby magazines from October to March. Ecdilyn, also in a new-look presentation, will be on display, and Pronel, a gelatin-filled capsule which is advertised in a women's Press campaign, will be supported by an information leaflet. *Menley & James Laboratories Ltd, Mundells, Welwyn Garden City, Hertfordshire AL7 1EY.*



Cash keepers...

Making its debut at Chemex on **stand 67** is Geller Business Equipment's Pharmtron cash register, specially designed for the medium-sized community pharmacist. Costing around £500, the model is made in Japan and has been adapted to include an NHS script button giving two receipts — one for the customer, one for the dispensary; and there is an optional private prescriptions key. Numbered keys identify the 250 most common sale items, and the price is automatically registered. Geller are recommended suppliers of cash registers by the NPA. *Geller Business Equipment Ltd, Automation House, The Runway, Station Approach, South Ruislip, Middlesex HA4 6TQ.*

Get away with Stephar

Visitors to Stephar's stands — **191 and 192** — will have a chance to win a "luxury holiday" for two, as well as relaxing in a reception area outside the stand. On display will be the full range of licensed parallel imports along with UK ethicals, generics and surgicals. *Stephar (UK) Ltd, PO Box 38, Great Yarmouth, Norfolk NR31 8RF.*

First time for Famous Brands

Famous Brands will be exhibiting at Chemex for the first time this year. The company specialises in clearance lines for health and beauty aids, cosmetics and fragrances, supplying chemist and drug store outlets, and will be on **stand 284**. *Famous Brands Ltd, 167 Western Road, Leicester LE3 0GG.*

Ladies Shaving Foam

with added moisturizers

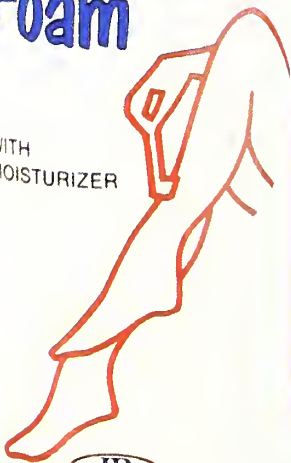
Jerome Russell's ladies shaving foam is a beauty treatment which leaves your skin soft and silky. It is designed for the delicate skin of your legs, underarms and bikini line.

Conditions and moisturizes by giving added protection against razor rash and helping the razor to glide over your skin. Will not leave your skin rough and dry as mens shaving foam and soaps can do.



Ladies
Shaving
Foam

WITH
MOISTURIZER



JR
Jerome Russell
London Paris New York



JR
Jerome Russell

LONDON - PARIS - NEW YORK

Jerome Russell Cosmetics Limited,
101 Sunnyside Road, Ilford, Essex
IG1 1HY England Tel: 01-478 7771
Telex: 23645 (JRC LTD G)

Available from our main agents:

Thomas Christie Limited
Christie Estate
North Lane
Aldershot
Hants GU12 4QP

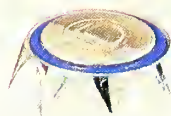
Tel: 0252 29911

Also available from:

David Hart
2 Cottis Court
St John's Road
Epping
Essex

Tel: Epping 77039

EXPORT ENQUIRIES WELCOME: TO JEROME RUSSELL



The new natural way to healthy profits!

For those who can't take a normal diet, Carnation Build-up turns half a pint of milk into a delicious satisfying meal – providing energy, protein, vitamins and minerals to see them through to recovery.

You already know that the established flavours of Carnation Build-up make healthy contributions to your trade and profits.

Now here's Natural Flavour Carnation Build-up. All the energy and nutrients in a cost-attractive 12-servings pack – ideal for those who need the nourishment but prefer a natural taste or to add their own flavours.

Make the natural choice – stock up now to "Build-up" profits still further.



Natural Flavour **Carnation** Build-up®

Only from chemists

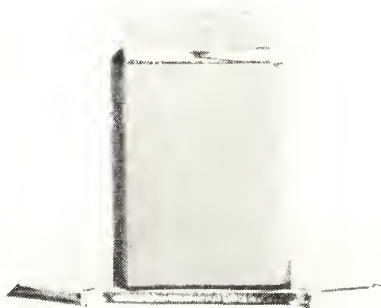
Carnation Health Care, 36 Park Street, Croydon, Surrey CR9 1TT.
"Carnation Build-up" is a registered trade mark.

New

Compete for life in the fast lane

While a new perfume is promoted on Chemex stand 143, its makers will claim to be changing people's lives on Oxford Street. Cosmatex are distributing a range of perfumery from car manufacturers Lamborghini — launched at the same time as a range of leather accessories and watches.

The main launch takes place at a mystery department store on September 15, linked in with promotions at the exhibition. Built up with "advance warning" advertising on Capital Radio and in women's magazines — revealing no details — the new collection will be announced at 12 noon, with a film crew on hand to record six Lamborghini cars driving up and down Regent Street. At the same time passers by will be invited to enter a competition — offering prizes of items from the range, Italian holidays and free weekend use of the cars — at the as



yet unnamed store.

The range consists of an eau de toilette in 50, 100 and 170ml bottles and sprays and 1000ml bottles; after shave in 50 and 100ml, and soap. Retail prices range from £5 for the soap to £19.95 for the 100ml EDT. Recommended prices for the 170ml EDT will be available in October. *Cosmatex Ltd, 140 East Acton Lane, London W3.*

From California here they come

All the way from California, Jason Natural Cosmetics (stand 36) are coming over to the UK for the first time with a selection from their 150-product hair and skin care range.

No mineral oil, petrolatum, paraffin waxes or formaldehydes are used in the products. On show at Chemex will be apricot scrub for "skin problems", duck oil and sunbrella — a sunblock and an after tanning spray. Other lines are evening primrose products for dry skin — including an oil, soap, shampoo and moisture lotion; shaving mousse for men and women; and the newest addition to the collection, Aussie Gold. This is Australian tea tree oil which, Jason say, is a natural germicide and antiseptic. Distributors: *Grocers Supply Ltd, 80b, Cricklewood Broadway, London NW2 3ED.*



Summer in September with Bronnley

Summer will be lasting a little longer on stand 19 this year. For the duration of Chemex, Bronnley will be offering an opportunity to place late orders for their 1986 Summer promotions, which officially closed on August 31.

Offers available include wicker baskets with individually wrapped natural soaps to be sold at the discount price of

95p per tablet (rsp £1.30) and 250ml after bath cologne in white iris and English fern almond oil fragrances, offered at £2.25 (rsp £2.85). A 5 per cent discount will be given on orders over £200 placed at the show. Visitors to the stand will be able to enter a free prize draw offering two gifts each day. *H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.*

Mama mia!

Among the products on offer from Addis on stands 130 and 132 are Chicco, from the Italian baby toy market. This range includes rattles, teethingers and baby's first toys, with prices starting from £0.69 to £11.99. This is the first stage of the Chicco programme; baby feeding equipment will be introduced early next year. Free silver earrings feature as an on-pack offer with Addis Hairdresser brushes, plus the option of buying cultured pearl earrings at £6.95, or gemstone earrings at £4.95. And £2 can be saved on the pearl earrings by buying a second brush. *Addis Ltd, Brushworks, Hertford.*

Herzbi ride out

Showing for the first time at Chemex '86 are Herzbi, at stand 86. Among their products will be a new range of cleaning combination sets, sponges, sponge cloths, cleaning aids, soap boxes and nail brushes. *Herzbi Ltd, Grosvenor Works, Mount Pleasant Hill, London E5 9NE.*

Beanstalk jack it up at Chemex

If you want to be put through your paces, display makers Beanstalk are offering a demonstration on stands 72 and 73. "Four steps to increased profit" are offered with the help of graphics and a computer. And on show for the first time will be their modular display system with accessories designed for the retail pharmacist. *Beanstalk Ltd, Chichester, West Sussex.*

Pur's famous five


LSR Baby Products are launching five new Pur products on Stand number 123.

The Pur Nipper Gripper (£2.75) is a 'doughnut-shaped' graspable baby bottle.

Complementing it is Pur's new feeding system (£4.25) designed to coax a baby from bottle to cup in four stages via a soft silicone trainer, a harder polycarbonate trainer and a polycarbonate lip.

LSR will also be introducing the Pur Rattle Teether. Two new Pur juice teats will also be launched, along with Pur Three Feeders, three feeding bottles with a laser pierced silicone teat, available in 125ml and 250ml capacities. *LSR Baby Products (UK) Ltd, Unit 18, The Fort Industrial Park, Dunlop Way, Chester Road, Birmingham.*

AND NOW ANOTHER GREAT PROFIT-MAKING OPPORTUNITY FROM **B-D**!

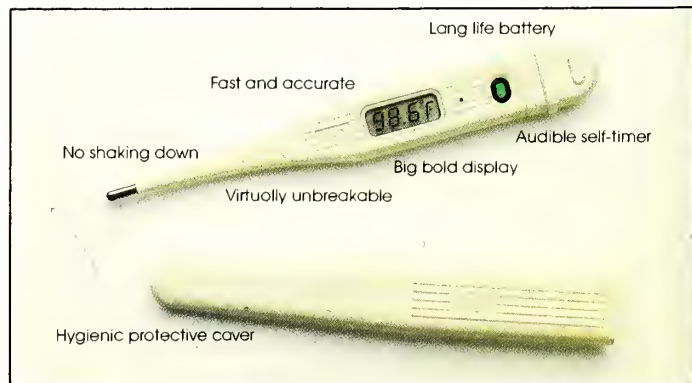


Following the rapidly established marketing success of **B-D PLASTIPAK*** and **B-D LO-DOSE*** insulin syringes, Becton Dickinson now introduce the New **B-D** Digital Thermometer.

60% of UK households do not possess a clinical thermometer of any type, and research shows that consumer recognition of the **B-D** Digital Thermometer's many advantages adds up to an outstanding sales opportunity.

Literally millions of mothers with young children will be reading about all these advantages in a host of major magazines,

Mother & Baby, Parents, Woman's Own, and TV Times to name but a few. And in selected areas, 85% of all new mums will receive a special incentive through a Bounty Baby Promotion. The whole campaign will run for a full 9 months, including



**MASSIVE
MULTI-MEDIA
CAMPAIGN
STARTS OCTOBER**
Full pages 4 colour in women's magazines
plus regional TV and Bounty Gift packs.



the entire winter period. This heavyweight campaign, plus the proven marketing drive of Becton Dickinson, means big sales and extra profits for you.

So don't miss out. Stock the new **B-D** Digital Thermometer now. Your customers will be asking for it by name.

NEW B-D DIGITAL THERMOMETER

Safe, fast, and easy to read



7.5%
SELL-IN DISCOUNT
FOR EVERY 3 ORDERED!
AVAILABLE FROM YOUR
NORMAL WHOLESALER

BECTON

DICKINSON

Becton Dickinson UK Limited, Between Towns Road, Cowley, Oxford OX4 3LY Tel. 0865 777722

*B-D PLASTIPAK and LO-DOSE are
trademarks of Becton Dickinson & Company

Belgian bunch

Techny-Farma, a Belgium-based company exhibiting for the first time at Chemex this year, are offering chemists the opportunity of looking at their range of pharmacy furniture, which until now has been available only in Europe, on **stands 217 and 218**.

Features of the range include vertical storage units, drawers on telescopic runners and counter units.

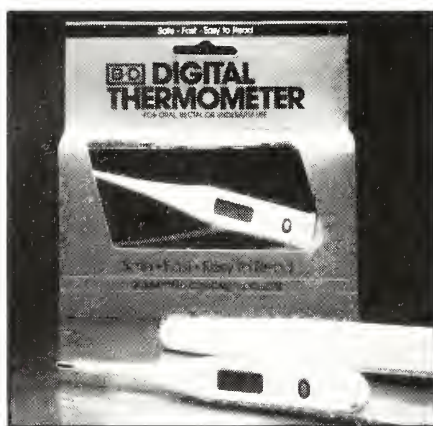
And on the same stands, La Maison des Plantes are showing their Belgian beauty products, which include herbal-based hair and skin care, bath preparations and sun tan products. *La Maison des Plantes (UK) Ltd, 34 The Crescent, Leatherhead, Surrey.*

Leo to take lion's share of OTC?

Leo Laboratories bring their new OTC range — Quality Care — to Chemex for the first time this year. Launched to the trade this Spring, the first two products to carry the Quality Care names were Opazimes and Opas. The venture is being backed by a £½m advertising and promotional campaign across daily and Sunday newspapers and major women's magazines. Special bonus deals on Quality Care products will be available on **stand 227**. *Leo Laboratories Ltd, Longwick Road, Princes Risborough, Bucks HP17 9RR.*

Thorsons: go buy the book

Thorsons claim the service on display at **stand 236** is new to most chemists. Thorsons are a publishing group and claim to be Britain's largest health book distributors. They will be showing their display units with a range of health books, along with their monthly health updates listing new titles. *Thorsons Distribution, Denington Estate, Wellingborough, Northants NN8 2RQ.*



Things hot up for B-D

If you're feeling feverish after rushing round the displays you might want to check your temperature on **stand 81**. Becton Dickinson will be devoting the whole stand to their new B-D digital thermometer for its Chemex launch.

A multi-media campaign will be pushing the product from October for nine months, with advertisements in *Mother & Baby*, *Parents*, *Woman's Own* and *TV Times*, a Bounty Baby promotion in selected areas and a regional 30-second television advertisement.

The thermometer will retail at about £7.95. And an introductory offer of three thermometers in a compact display outer at a 7½ per cent discount will be available from wholesalers until October 12. *Becton Dickinson UK Ltd, Between Towns Road, Cowley, Oxford OX4 3LY.*

Medielite show young shavers

Casting a light on Panasonic's new shaver are electricals wholesalers Medielite, at **stand number 5**. The titanium foil shavers range features a deluxe A/C at the top of the range (£39.95); the ES387 (£29.95) and the ES385, a mains only shaver, at £24.95. Also on Medielite's stand there will be brands from Philips, Casio, Duracell, Ever Ready, Sylvacell, Clairol, Braun, Pifco, TDK and Kodak. Other new items, to be offered at show discounts, are the Philishave Executive, Pifco's Creations range (see *C&D's* Electricals feature, August 30, pp332 and 333) and Clairol's

Wavelengths flexible stylers.

Medielite Ltd, Aladdin Workspace, Unit B1A, 426 Long Drive, Greenford, Middlesex UB6 8UH.

OASIS IONISERS

Sample Ioniser available to trade enquiries only. Retail £43.95, special sample price for evaluation £20.41 including P&P, plus free "ion effect" book. (Major credit cards accepted).

SEE US AT CHEMEX '86

OASIS (Poole) Limited, PO Box 74, Poole, Dorset BH15 2DZ. Telephone: 0202 672423

Disney time at Dunbee

"A new and potentially lucrative opportunity" is promised for chemists at **stands 24 and 25**, where Dunbee Consumer Products will be showing their collection of baby clothes, toys and nursery tableware. A range of Walt Disney products based round four different lines will be on view for the first time, featuring characters such as Mickey Mouse, Donald Duck and the Seven Dwarfs. Prices range from £1.50 for feeding products, to £3.99 for welly boots, and other items include pvc raincoats. Dunbee have designed their Walt Disney and existing Benjy ranges particularly for small to medium sized outlets, and provide an upright self-service stand. They are out to catch the smaller shops' interest, claiming that only 2,000 of the UK's 11,000 outlets for children's clothing stock a wide range of babies' and under-5s' goods. *Dunbee Ltd, Consumer Products Division, Slington House, Rankine Road, Daneshill Industrial Estate, Basingstoke, Hampshire RG24 0PH.*

Goldfinger by Garland

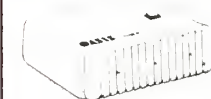
Garland Cosmetics will be nailing chemists' attention to **stands 194 and 196** with their new ridge filler and a golden touch. The express nails ridge filler is to give fingers and toes a mirror flat finish and retails at £1.65. It is advertised in the week running up to Chemex and then throughout the year in *Woman*, *Cosmopolitan* and *Elle*, and demonstrations of the product will be given at the show.

And Garland claim a first in offering some gold temptation to retail chemists. Their solid gold nails, designed to be fixed over fingernails, come as sliver tips retailing at £4.95, or as whole nails ranging upwards from £21. *Garland Cosmetics Ltd, 12 Marion Square, Netherton, Bootle, Liverpool L30 5QB.*

Ronson debut

Ronson will be showing, for their first year at Chemex, two complete Ronson regular hair care and personal products ranges: household, DIY and batteries; and Sport Plus, a range of men's toiletries. Ronson are on **stands 101 to 103**. *Ronson, Wood Street, Brighouse, West Yorks HD6 1PW.*

Chemist & Druggist 6 September 1986



WE'VE JUST GOT RID OF ONE MORE HEADACHE.

THE DRUM'S BACK.





Hi-jeanic

Hi-jean is a disinfectant originally developed for hospitals. Now Sabre have introduced it in consumer packs and will be launching the fragranced spray and tissues on **stand DU5**. Designed to clean toilet seats, Hi-Jean retail prices start at £1.82 for sachets and £2.99 for aerosols. *Sabre Corporation Ltd, Unit 21, Bowen Industrial Estate, Bargoed, Mid Glamorgan, South Wales CF8 9EP*

Bathtime and brushes from Cariad

Cariad are showing a number of items for the first time on Chemex at **stand 98**. Sur la Place — for Les Senteurs — is a range of bath and body toiletries. A bath cream with coconut oil and glycerin comes in cone-shaped plastic jars, glass jars and tubes, and retails at £3.25 for 100ml, £7.95 for 370ml, £9.95 for 500ml and £5.75 for a 200ml tube. To complement this a body cream retails at £5.50 (100ml), £8.50 (250ml) and £5.95 (125ml tube). Both come in eleven fragrances, including acacia, camelia and passion fruit. And Bi-bain combines a bath oil and liquid soap, separating into two layers until shaken (100ml jar, £6.50). Bi-bain comes in tropical flowers, woody-musk and rose gardenia fragrances.

Other new products on show are Nefertiti and Fleur d'ambience, two "perfumes for the home" (£4.50 and £12.50), along with the Manual Canovas range of perfumed candles, sprays and burning essences. A prestige collection of Joris shaving accessories made from brass

and finished in gold plate, chrome or lacquer will also be shown. Shaving brushes are priced from £15 to £72, razors from £12 to £37 and toothbrushes from £9 to £32; with blusher brushes and brush stands for women. *Cariad Products, 227 Ebury Street, London SW1W 8UT.*

David Anthony take their Time

Being introduced on David Anthony Pharmaceuticals' **stand 124** is Medi-Time, a device designed to reduce the risk of incorrect administration of medicines, by showing patients when the next dose is due. And from Keystone Cameras their new disc camera, Le Clic, the camera which is also a fashion accessory, which comes in sunflower yellow, dove grey, hot pink and imperial purple. *David Anthony Pharmaceuticals Ltd, Edwards Lane, Speke, Liverpool L24 9GH.*

gallery
gallery
Cosmetics Limited

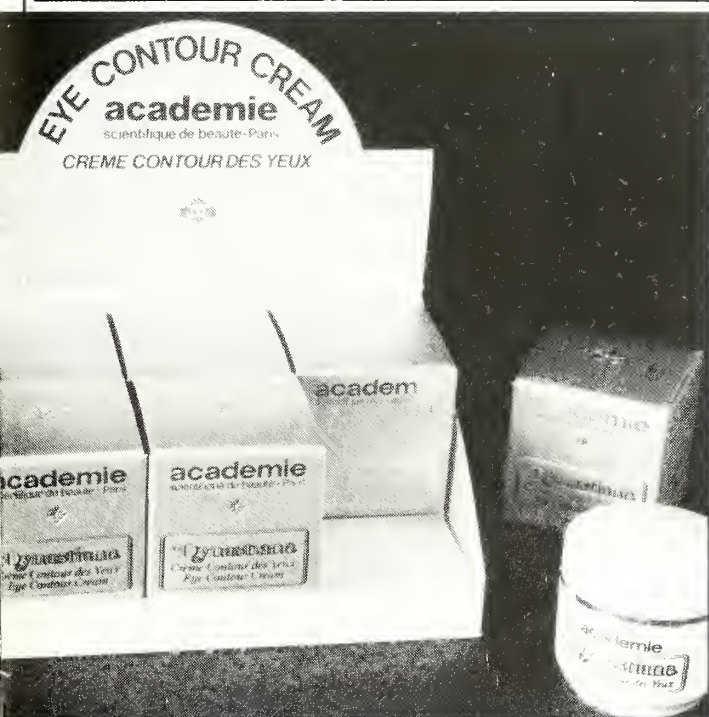
The fastest-growing
Cosmetic Company
in the U.K. See us
on Stand 145/146
Chemex '86, Earls Court, London,
14th – 16th September 1986.

• 40 different products • 269 different shades.
Also perfumery, skincare, baby products and gift sets.
All of high quality, at astonishingly low prices.
The new Counterstands now available.

Gallery Cosmetics Ltd., Haig Road, Parkgate Industrial Estate, Knutsford, Cheshire WA16 8XN.
Telephone: 0565-50491 Telex: 668887 GALCOS G Export Enquiries Welcome

Beauty Basics get more of their Just Desserts

There are more Just Desserts for visitors to the Beauty Basics stands (stands 180, 281 and 282) this year. The company is launching two new products in the range — bath foam in a soft tube and shower gel. Both are available in lime, peach and vanilla fragrances, come in 200ml tubes, and retail at £3.25. The bath foam comes in transparent packaging, with each variant shown by a watercolour label and silver top. The gel is presented in a white tube with matching top. *Beauty Basics Ltd, Unit D, 51 Calthorpe Street, London WCLX 0HH.*



Jica give an eye to France

Jica are offering the chance to eye up a new product, to be launched on stand 93. Academie eye cream comes from a French company specialising in hypo-allergenic products. It retails at £6.50 and will be backed by consumer advertising from November — distribution is to be built up in chemists and department stores.

And Jica have taken over distribution of Talika eyelash conditioning cream, which will retail at £4.75. An advertising campaign is planned for this product later in the year. *Jica Beauty Products Ltd, Island Farm Avenue, Molesey Trading Estate, East Molesey, Surrey KT8 0UZ.*

Carnation Build-up

Carnation Health Care are taking their recently launched natural flavour Build-up to its first trade show at Chemex. They will be with Nestlé on stand 122 with the new variant which is available only to chemists and hospitals and retails at £2.75 in a 456g economy carton. *Carnation Health Care, 36 Park Street, Croydon CR9 1TT.*

50

YEARS OF
SERVICE
TO THE
CHEMIST

1936 - 1986

SUBA-SEAL

SUBA-SCREW
REGISTERED TRADE MARKSUBA-CARE
REGISTERED TRADE MARK

SUBA-SEAL. British Made Hot Water Bottles with the unique double safety stopper. Made to B.S. 1970 : 1984. Available in a wide range covered and uncovered.

SUBA-SCREW. As Suba-Seal but fitted with a screw type stopper.

SUBA-SEAL. Swim Caps Beautifully moulded rubber swim caps designed to be not only attractive, but functional.

SUBA-SEAL. "Best for Babycare". A wide range of Baby Feeding products including Teats, Feeding Bottles, Soothers, Teething Trainers, Feeding Cups, Plates and Dishes.

SUBA-CARE. A range of products necessary for the care of the sick, infirm and the handicapped including Urinals, Bedpans, Commode Buckets, Feeding Cups and Dishes.

SUBA-GRIP. Shower and Bath mats add safety to the bathroom

A wide selection of products will be on display on

STAND 123/4 CHEMEX '86

William Freeman & Co. Ltd.,
Suba-Seal Works, Staincross,
Barnsley, S. Yorkshire.
Telephone: (0226) 284081.
Telex: 547186.



Fitness packaged for men

A new Skin Fitness product gets a preview on **stand 293**. Enriched shaving cream comes in a 100ml tube (£2.95), containing about 80 applications, and will be backed by advertising on Capital Radio, in *Options for Men* and the *London Standard* from October.

Next year's campaign will continue

through other media. The after shaving moisturiser, which will now be distributed nationally after a test in the London area, will be advertised alongside the new addition. *Skin Fitness*, 13 Chester Row, London SW1W 9JF. Distributors: Dendron Ltd, 94 Rickmansworth Road, Watford, Herts W91 7JJ.

Supples support from Solport

There's a sporting offer at **stand 92**, where Solport are showing their Futuro line of health supports. A free set of Supples exercise clubs — retail value £24.50 — aims to get visitors into shape. And other offers include free goods at a value of £16.50 and a free counter display. *Solport Ltd*, Portia House, Goring Street, Goring-by-Sea, Worthing, West Sussex BN12 5AD.

Epson ride for Richardson

John Richardson hope to be demonstrating on **stand 114** how an Epson HX20 terminal can be used to transfer orders to the company's automatic order entry system and how an order automatically compiled by the BBC labelling system can be transferred to the HX20 for transmission to a wholesaler.

That will be an additional feature of the automatic order entry labelling system which will be on show at Chemex.

Other developments on display include the company's counter prescribing aid Medihelp (see *C&D* May 31, p1102) and a system incorporating patient records. *John Richardson Computers Ltd*, St Benedict's House, Brown Lane, Bamber Bridge, Preston PR5 6ZB.



Lovable Christy

Thomas Christy have taken over distribution of a lovable fragrance to the UK and are making Chemex its first trade fair showing. Lovable comes in an eau de toilette spray, ranging from £4.99 (30ml) to £7.96 (55ml) and a bottle at £7.50 (50ml).

Already keeping an eye on the Christmas market, Christy are launching a coffret range — the 50ml bottle with a necklace (£12.95) and with a ceramic dish and heart-shaped soap (also £12.95). *Thomas Christy Ltd*, Christy Estate, North Lane, Aldershot, Hants GU12 4QP.

Zit blitzer

The new 50ml size of Torbetol acne lotion will be on display at Chemex for the first time. This replaces the 30ml pack and retails at £1.89. And Torbetol acne lotion gets a new look with a logo meant to



suggest the lotion penetrating a spot and clearing it (**stand DU 2**). A promotion directed at teenagers is on the way. *Torbet Laboratories Ltd*, Boughton Lane, Maidstone, Kent ME15 9QQ.

Vestric's star wars attacks

Vestric are going for the space age approach, turning their **stand 211** over to "star wars" — a battery of their Link range turnkey systems, which visitors will be able to try out.

Their electronic point of sale system, using the same ICL personal computer as the Link scripts sale system will also be on show, and on **stands 179, 180 and 211**. Vestric will be teaming up with Myers, their official suppliers, to present some shopfitting ideas. Stands 179 and 180 will be joined together to provide a completely-fitted pharmacy featuring a new range of budget-price metal fittings. Myers are also introducing a "continental" drawer system, to suit the smaller packaging of drugs under the OPD system. *Vestric Ltd*, West Lane, Runcorn, Cheshire.

Park get Sharp and Amstrad

Park Systems are handing out free gifts on **stand 91** with orders for systems and labels. Anyone placing an order for one of the company's Sharp or Amstrad desk computer systems will get a personal stereo and free labels, and a bottle of wine goes to visitors ordering labels. *Park Systems Ltd*, 41 Parliament Street, Liverpool L8 5RN.



BRIAN HURST
J. H. Hurst (Chemists) Ltd.,
Ripley, Derbyshire.
"Liberty print quality is superb – whether I do mini-prints, 3½", 4" or 5" x 7". The machine is so flexible!"



PETER JEFFRIES
Berkshire Camera Centre, Reading
"Since we've had the Liberty, we are 175% up on last year's d & p. Not bad!! And it's all down to quality!"



KEITH JONES
Snap Shots, Cheltenham.
"I'm genuinely surprised at how rapidly I've established a profitable business with my Liberty."

What they're all saying about the big profit Mini-Lab

They're singing the praises of Liberty. Hope's spectacularly successful colour photo system.

Install it in your shop and you can start counting the extra profits. Right from the first hour.

Because Liberty offers the photoprint options your snap-happy customers ask for.

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For a combination of reliability, flexibility,

profitability and sheer print quality, Liberty leaves other systems way behind.

All of which is independently confirmed by the enthusiastic comments from our 3 photo partners shown above.

So if you're a photo collection point that wants to bring the processing (and more of the profits) in house, or you're ready to move up from a less profitable system, or you're new to photo processing, contact Hope now.

We'll give you all the facts, the figures and the finances on Liberty.

With Hope as your partner you get a full supporting package including eye-catching point-of-sale items, comprehensive and on-going training and nationwide technical back-up. Exactly what you'd expect from a company with Hope's international reputation.

HOPE
-your photo partner

To John Harrison, Hope Industries UK Ltd, Northbridge Road, Berkhamsted, Herts HP4 1EH Tel. (04427) 74792

- ☐ Please send the facts on Liberty
☐ Please arrange for a sales representative to call
☐ I'd like to see a demonstration

CD

Name _____

Position _____

Company _____

Address _____

Phone _____

LIBERTY
One hour daylight colour photo system

See us at
CHEMEX
Stand No. 1

A Gallery-full...

Gallery Cosmetics are showing several new ranges on stands 145 and 146. They include Co-ordinates matching lipstick and nail polish, Sportglow all-in-one make up, and there is new packaging for Second Edition perfumes.

The company will also be presenting a new range of display stands and Gallery are offering a bottle of champagne for every order taken during Chemex. *Gallery Cosmetics Ltd, Haig Rd, Parkgate Industrial Estate, Knutsford, Cheshire WA16 8XN.*

R&A have a gift for it

Richards & Appleby will be showing gift toiletries (stand numbers 66 and 68), including the Jenny Wren Collection, comprising a box of three scented soaps, a box of six small guest soaps, dusting powder with puff, bath creme, sachets of



foaming bath seeds, scented drawer liners, and a casket containing talc, bath seeds, a facial flannel and two tablets of luxury soap.

Also on display will be the orient inspired Silkwood range, in black boxes with a flower design and finished with golden pull-tassels. There are three products in the range — a box of four soaps, dusting powder with puff and satin creme bath. Other gift ranges include Country Fragrance, Nature Basket, Blossom Basket and Appleby Natural, and there are also two gift collections under the Gem range — Love Mist and Night Mist, each containing two soaps with matching perfumed body spray. *Richards & Appleby Ltd., Gerrard Place, Skelmersdale, Lancs WN8 9SF.*

On the spot

New Point of Sale for Acnidazil from Janssen will be on show on stand 164.

It has been designed to complement an advertising campaign for the product which runs in teenage magazines from this month until next Spring, featuring the catch line "Face up to spots with Acnidazil".

POS material includes counter dispensers, window displays, and information brochures for pharmacists and assistants. Bonus offers will be available during the campaign, say *Janssen Pharmaceutical Ltd, Grove, Wantage, Oxon OX12 0DQ.*

No shaking No breaking

New Tempa-DOT disposable thermometers from Zeal

These new thermometers use the latest technology. At last you can use an accurate, easily read thermometer which is really hygienic—because you only use it once.

Here are the reasons why you should keep safe, easy to use Tempa-DOT in your medicine cabinet:

- **Safe** Made from unbreakable plastic and a special non-toxic temperature-sensitive material
- **Easy to Read** Just read off the temperature in a second
- **Accurate** Tempa-DOT has been accuracy tested over 220 million times
- **Hygienic** Each Tempa-DOT is packed separately, used once and thrown away. No risk of cross-infection
- **Unbreakable**
- **Convenient** No need for messy sterilisation
- **Fast** Tempa-DOT can measure temperatures orally in less than a minute—a great advantage with young children

With the economy pack of 8, you can afford to keep a pack of Tempa-DOT Disposable Thermometers at the ready in your medicine cabinet.

Zeal Tempa-DOT is the modern, safe way to take your temperature—or the temperatures of those you care for. Pick up a pack today from your chemist or super-market.

Distributed in the UK exclusively by GfH Zeal, London SW19 01-542 2283



ZEAL
01-542 2283

DREAM NAILS LTD

Present our fabulous range of nail products.

"Star" Instant Nail Kit:

Contents

20 Nails assorted sizes

Dream Nail Adhesive

Super File

Cost £1.50 — R.R.P. £2.99

Minimum one dozen boxes

Rainbow nails in six brilliant colours

Gold, Silver, Cerise, Blue, Green and Mauve

20 Rainbow Nails Assorted sizes

20 Adhesive Nail Tabs

Cost — £2.50 R.R.P. — £4.99

Minimum one dozen boxes

Dream Nail Adhesive Tabs suitable for all false nails

Contents 60 Nail Tabs

Cost 50p R.R.P. 99p

Minimum two dozen packs

Maginail Press on Nails

In 12 magnificent colours. Just press on. No painting, no cutting or filing.

Contents 20 Nails, 40 Tabs. Cost £1.75 R.R.P. £3.25.

Minimum two dozen packs.

Exotica Nail Art Kit

Self-adhesive nail decoration in diamond, ruby, sapphire, and mother of pearl effect.

Cost £2.50 R.R.P. £4.99

Minimum one dozen packs

Also a fantastic range of Gold Nails.

See us at Chemex Stand 40.

**DREAM NAILS LTD, 52 STATION
PARADE, BARKING, ESSEX.**

AGENTS REQUIRED FOR UK AND EUROPE

THE CLEAR HEADED CHOICE MU-CRON



MODERN, EFFECTIVE FORMULATION

New formulation Mu-Cron works effectively in two ways to relieve the misery of nasal congestion. Each tablet contains 25mg of phenylpropanolamine HCL, combined with 500mg of paracetamol. Mu-Cron tablets are a medically and pharmacologically rational treatment for sinus and nasal congestion without drowsiness, and the relief of associated headache and facial pain.

MODERN PRESENTATION FOR

EFFICIENT COMPLIANCE AND SAFETY

Mu-Cron is now presented as a single dose strength, and in a new easy-to-swallow capsule shape. Patient compliance is significantly improved with this new presentation. Patient safety is enhanced by new strip packaging that includes dosage instructions on each strip, and dosage instructions are never separated.

MOST POPULAR ORAL DECONGESTANT

Independent Chemist Trade Research confirms the leading position held by Mu-Cron. Since 1959, the brand has been firmly established as a significant and reliable name in OTC medication. More people continue to choose Mu-Cron than any other oral decongestant.

MOST CONSISTENT SUPPORT FOR YOU

Advertising support, featuring both TV and consumer press, at the right time and in the right places, forms the key-stone of Mu-Cron's publicity campaigns. Excellent displays are provided to support these campaigns. Consistently high profits for you, linked to high volume sales, puts more money in your till.



MU-CRON

THE CLEAR HEADED CHOICE
YOUR CUSTOMERS, AND FOR YOU

CIBA
CONSUMER PHARMACEUTICALS

PRESCRIBING INFORMATION

Product Information Presentation: Blister packed tablets containing phenylpropanolamine hydrochloride 25mg paracetamol 500mg. Indication: To relieve the symptoms of sinusitis, nasal congestion, perennial rhinitis and catarrh. Dosage: Adults 1 tablet two to four times daily maximum 4 tablets in 24 hours. Caution: Do not use in patients with hypertension, hyperthyroidism, diabetes, heart disease or those taking MAOIs. Side Effects: Rarely dizziness, headache.

Junior Syrup **Product Information** Presentation: 100ml bottle of pleasant strawberry flavoured liquid containing phenylpropanolamine hydrochloride 10mg and paracetamol 250mg per 5ml. Indication: To relieve the symptoms of sinusitis, rhinitis, catarrhal nasal discharge, catarrhal cough and night cough. Dosage: Children 2 to 6 years 5ml spoonful 6 years up to 12 years one 5ml spoonful. To be taken up to five times daily. Caution: Not recommended for children under 2 years. Side Effects: Rarely dizziness, headache.

SEE
MU-CRON
at "CHEMEX"

September 14 - 16th
Stand 74/76
Earls Court



Exporting ideas to Chemex

A new British market entry programme for Irish generic pharmaceutical companies is being launched at Chemex with eight companies participating on the Irish Export Board stand (number 207 to 210).

According to Mr Ian Guthrie, the Board's British director, the specific objectives of participating at Chemex are to provide an information service to potential buyers on the range of products available from the Irish generic pharmaceutical sector, to introduce Irish companies to the market and to launch new products into Britain. "Companies manufacture to accepted British standards, have strong export sales capacity, have a product quality which is internationally recognised and can produce a complete range of tablets, capsules, liquids and injections competitively", Mr Guthrie stressed. The companies represented at Chemex include Clonmel Chemicals (new factory pictured above), the first to introduce Amoxycillin in the UK under licence from Beecham. *Irish Export Board, Ireland House, 150 New Bond Street, London W1Y 0HD.*

First for Ashe

Ashe Consumer Products Ltd will be exhibiting for the first time, showing the new Maws Punch & Judy vitamins (stand numbers 221/222.) POS for the range will be on display, along with new material supporting other products in the Ashe portfolio. Ashe will also be revealing some new packaging at the show and there will be a number of special offers. *Ashe Consumer Products Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey.*

Comfitts' feet up

Five new styles of Comfitts Natureform footwear will be launched by Vinaflex at Chemex (stand number 131). The styles incorporate a new development from the company — direct moulded colour co-ordinated sole units that complement the colour of the upper. They include: 351, a ladies' low heel soft-cushion sandal with

leather upper in denim, stone and red; 336, a ladies high heel soft cushion with leather uppers; 342, a ladies' low flat exercise mule with leather upper in denim, beige and navy; 331, a ladies' high-heel exercise mule with leather upper, available in sizes 3-8 and in three colours: denim; beige and navy and 297, a men's mule in sizes 6-11.

Also on view will be new POS displays and packaging featuring Ruth Madoc, star of the BBC TV series, *Hi De Hi*". *Vinaflex (Comfitts) Ltd, Wanlip Road, Syston, Leicester LE7 8PD.*

Tomme's toys

Tomme Tippee will be launching thirteen new toys, including towelling animals, bath toys, inflatables, squeeze toys, rattles, teething and building barrels (£0.99 to £3.99). The company is launching the toys to the trade with a toy tree dump bin promotion.

Also previewed at the show will be the new child size disposable nappies catering for children who weigh 33-55lbs (£1.89). *Jackel International Ltd, Dudley Lane, Cramlington, Northumberland NE23.*

Wellcome duo

Wellcome will be devoting their new stand (number 168) to showing new marketing plans for Calpol and Actifed. Packs of both products will be on display, along with new POS material. There will be also be special offers linked to the marketing plans. *Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB.*



Ciba Consumer Pharmaceuticals will be showing new mint Lypsyl, available in the same original Lypsyl tube in a green and white design. A new till dispenser is available. *Ciba Consumer Pharmaceuticals, Wimblesbury Rd, Horsham, W. Sussex*



Ooh la la — French relaunch

French and Scott are relaunching French of London haircare products at Chemex, in an attempt to appeal to the younger market. The product range has been reduced from 36 to 16 and repackaged with a new design developed to unify the range (stand 40)..

The collection includes four liquid shampoos, two cream shampoos (olive oil and lemon) and one treatment conditioner. Other developments for the range include new POS for their "cushion sachets" offered in three varieties — olive oil cream and lemon cream.

In addition the company will be launching a PVC health and beauty mask called pink ice. Filled with a heat-retaining gel, it can be used as cold compress, or warmed and used with eye creams. *French & Scott Ltd, 717 North Circular Road, London NW2 7AL.*

Scanning the market

Fairscan, specialists in retail pharmacy shop EPoS and warehouse stock control systems, are demonstrating the latest Norfrond EPoS tills using Tandem low-cost computers (stand number 16), and visitors registering for an in-pharmacy demonstration qualify for the Chemex trial offer which costs £28 per week.

Also featured on their stand will be Response, a new computer-based interactive diagnostic and counselling system produced by Dedicated Health Care Systems. Roger King, an authority on the use of computers in pharmacy, will be demonstrating this new facility, which impresses on patients the role of pharmacists as experts on drugs and medicines. *Fairscan Retail Management Systems, Emery Down, Lyndhurst, Hants.*

And Shadow Health Minister Frank Dobson opens the exhibition on Monday, and England manager Bobby Robson will appear on the Seaton Products stand.



New Lux stars in its own show.

For years Lux has co-starred on television with some of the world's most beautiful women. But in our new commercial the only star is new Lux.

Lux – already with 40 per cent of the beauty soap market* – has been beautifully re-shaped in a firmer bar. With a national television campaign to reach over 80 per cent of all housewives, we believe that our firm bar will be an even firmer favourite.

LUX BEAUTY SOAP

25^P

OFF A SIX-PACK OF

Lux

SOAP

To the retailer: This coupon entitles you to a rebate of 25p when you buy a six-pack of Lux. Only one coupon may be used towards the purchase price of each six-pack. Redemption of this coupon against any other item would constitute fraud.

To the wholesaler: (Lever Brothers Ltd, Dept. R74 (NCH), 100 City Road, London EC3Y 4DP) will reimburse the face value of the coupon provided you have accepted it in part payment for a six-pack of Lux soap or its equivalent. Lever Brothers reserve the right to refuse redemption of coupons if they have cause to believe that the coupon has been so copied other than in accordance with these terms. Valid in UK only.

Please do not cause embarrassment by asking your wholesaler to accept this coupon against any product other than a six-pack of Lux soap. Valid until 31st January 1987.

250 72839

*Source: I.M.R.

Promises, promises?



Some people may try to kid you that investing in your own Minilab is tantamount to taking out a licence to print money.

Not Konica. We'll evaluate your profit prospects totally realistically. And if together we believe the numbers make sense, we have a great deal to offer you:-

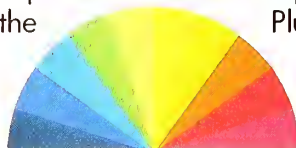
The world's first computer-controlled,

washless minilab, the Konica NicePrint system.

Voted "Outstanding Product of the Year" in Japan. Winner of the Gold Medal at the International Trade Fair in Leipzig. And now available in Britain.

Plus sound advice on funding it. And everything you need for running it.

You simply can't do better than our new NicePrint system. We promise you.



Konica captures colour.

Konica UK Ltd., Plane Tree Crescent, Feltham, Middlesex TW13 7HD. Tel: 01-751 6121

Develop and print services are a potentially lucrative business for chemists, but many are not taking full advantage of the opportunities.

D&P — keep it snappy

Speed and quality are the watchwords for develop and print services. People are moving away from mail order and bringing their films to chemists and other photo dealers for processing. After all, says Horizon's retail D&P product manager, Paul McSweeney, going to a retail outlet means that "if you need advice you can speak to a human being rather than the mouth of a post box". Horizon, part of the Dixons Colour Laboratories, estimate that this year some 63 per cent of films will be processed by dealers and 37 per cent will be sent to mail order laboratories. That compares with a 61/39 per cent dealer/mail order split two years ago, says Horizon.

People are willing to pay for a quick, quality service that gives value for money. Even so, Mr McSweeney believes pharmacists are still not exploiting the £45m D&P market (1985 figures) as much as they might. Mr McSweeney believes chemists are in a good position to compete with other retail D&P outlets who may market themselves well on the shop front but don't do such a good job in store.

The high street D&P message has become very confused, says Mr McSweeney. What's needed is a bright, distinctive point of sale material with a simple message — particularly outside the shop, he says.

Horizon last month opened their fourth film processing plant in Britain, at Wimbledon. The facility has been taken over from Agfa and Horizon have spent a six figure sum on installing processing equipment. The new laboratory will allow the company to offer a better service to SE England and London in particular, says Mr McSweeney.

Part of the improved service is same day

and overnight processing which is to be available to chemists and photodealers in central London that warrant such services. London is a unique market and tourists and commuters are demanding people and being able to give same day and 24 hour processing is important there, says Mr McSweeney. However, you can miss out on a lot of sales if you only offer a fast service and Horizon's main stance of films back in 24

hours or free still stands.

Until the end of the month customers visiting Horizon dealers will be able to enter the Horizon/Agfa holiday competition. Entry forms are also being inserted in photo wallets and these carry bonus vouchers for Tamron lenses, Ricoh cameras, Horizon poster prints and special offers from Limmits and Natrena.

Alpine Laboratories are now offering



New livery on Horizon's vans can now be seen along with a new same day and overnight service for some central London dealers



dealers a 24 hour service and also point to quality as important for attracting customers.

Regency Film Services' managing director, Richard Cross, agrees that the retail D&P sector is gaining business from mail order. Minilabs are thriving too, he says, probably by serving "new" and growth markets. For example, minilabs enable tourists to have films processed while in the UK, rather than waiting until they return home.

"Although mail order prices of £1.99 or less are attractive, most consumers can now afford a little more for a personal service, bearing in mind the importance of their memories on film. Colour D&P has been less subject to the effects of inflation than other products so we may well be witnessing a break-point in the trade off between price and service", says Mr Cross.

Like others in the D&P trade Fotocolor are encouraging dealers to advertise their services by supplying POS, window stickers, etc and the company has launched a monthly prize draw for dealers who send in a picture of their shop front.

In an effort to assure customers of quality Fotocolor are sealing D&P wallets to indicate that photographs have been hand checked. A retrospective discount scheme offers Fotocolor dealers achieving growth against 1986/7 targets an extra 8 per cent cash back payment next May, says the company.

Colorama are still on the buses with posters and on hoardings around London. In addition the company has plans for a new service which will be available later this year.

Kodak's monitoring service was renamed Kodak Colour Check recently. When people are disappointed with their photographs it's usually because the colours are not right, say Kodak. The change of name was aimed at addressing that problem. Consumers having their films processed at a laboratory participating in the quality control scheme will have a chance to win one of ten £1,000 holiday vouchers. The competition closes at the end of this month.

Box of tricks?

An interesting idea from Fuji — film that includes a lens and shutter. When the film has been used up the whole thing is handed in for processing. The "picture taker" has been launched in Japan and is going to be introduced in Britain. The exact date and price have not been set yet but the "disposable" camera costs about £6 in Japan and will "open up a whole new area in the instamatic camera market," say Fujimex, division of Hanimex (UK) Ltd, Faraday Road, Dorcan, Swindon, Wilts SN3 5HW

Enlarge your photo trade

Pharmacists struggling to expand their develop and print business, particularly in the face of competition from other retail outlets, may be interested in a service offered by a North London pharmacist which has stimulated an established D&P business and opened up new sales opportunities.

If you would like to expand your develop and print business and have closer control over it, but cannot run to £35,000 for a minilab then your own in-store colour enlargement service may be just the thing you have been looking for.

North London pharmacist David Slater is one of the first chemists in the UK to take one of Maxiprint's system 35 colour enlargement units. He has found that it has allowed him to create a market which, he says, did not really exist before, as well as stimulating his established D&P service.

The enlarging system, consisting of an enlarger, paper processor and drying unit together with darkroom lamp, paper and chemicals, was installed last November. The equipment fits comfortably into a room no more than ten feet by six feet, at the back of Mr Salter's pharmacy in Palmers Green. The system is simple to operate with its



Maxiprint's system 35 enlarger can produce prints up to 16" x 20" in a few minutes

automatic colour analyser and exposure and process controls. For some of the more "awkward" negatives — where a flash has been used close up or there is not much contrast between subject and background — there is a manual override on the colour analyser which allows the operator to "dial" in more or less of a particular colour to give a better image.

Enlargements from colour negatives (35mm up to 6 x 7cm using one of the interchangeable negative holders, but not slide or disc) up to poster size of 16" x 20" can be produced in less than 20 minutes. Mr Salter offers a 24 hour service but he says if someone came in wanting some enlargements but had a plane to catch, he could do it.

The system is not designed for black and white work but David Salter found that processing black and white negatives produced prints with a sepia tinge — another untapped market perhaps.

Within a couple of months of using the enlarging system David Salter found he was producing good quality prints quite easily, recognising from signs on the negatives when adjustments were needed to the automatic colour balance set by the machine.

People seemed quite impressed by the quality of the results. Seeing examples of enlargements of pictures taken by David Salter himself rather than a "professional" photographer on display in the shop, plus being able to collect them the next day, seems to have encouraged customers to



order some enlargements when they come to collect their photographs from the pharmacy's usual agency D&P service.

But it does not stop there. David Salter has found he can also sell picture frames to put the enlargements in. And he is exploring other markets for the enlargement service. One example is estate agents who, because of increased competition, are more often displaying larger colour pictures of selected properties in the office — 16" by 10" seems to be the most popular size for the job. Mr Salter is able to treat estate agents as wholesale customers selling enlargements to them at about half the "retail" price because he gets volume orders from them. Even so the profit is still acceptable at about £2 per 16" by 10" print.

As an example of the profit that can be made on retail sales, Maxiprint, in their promotional brochure, say, that for a 10in by 8in print material cost could be as low as 25p and the print could be sold for at least £2.50.

The British-made Maxiprint system 35 costs £7,990 excluding VAT, installation and training, or about £70 a week for three years on a lease agreement. The price includes the enlarger, paper processor, dryer, chemicals, paper and darkroom light.

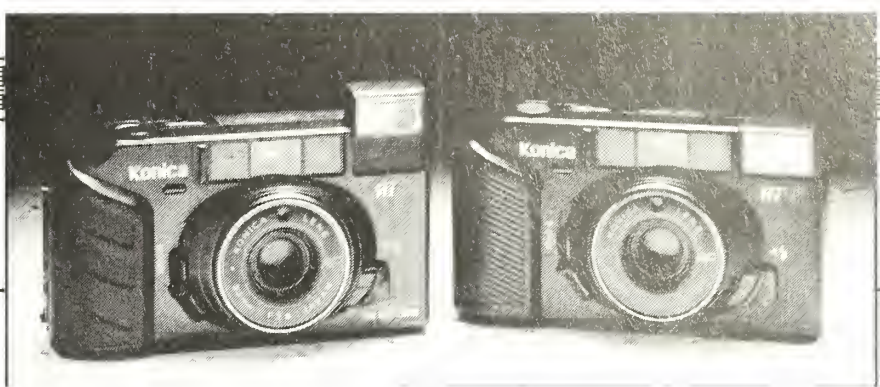
The system has already been sold by Maxiprint as an "add-on" to minilab systems that don't have an enlargement facility. It has also been sold to hospitals. And it could represent an ideal "half-way house" between an agency D&P service and an on-site minilab for pharmacies.

The equipment is guaranteed for a year and when the units are a year old Maxiprint say they will organise service agreements. In the time that David Salter has been using his enlarger system nothing much has gone wrong and for one or two minor things that have needed sorting out "Maxiprint have been round like a shot," he says.

Further details about the Maxiprint system 35 from Maxiprint Systems Ltd, 42 Cobham Road, Ferndown Industrial Estate, Wimborne, Dorset BH21 7QZ (tel Ferndown (0202) 895939/895964).

Any old cameras?

Having trouble trying to sort out how the camera you inherited from your grandfather works? Well, in West Germany you could get some help from Gisela Kemmler Verlag in Neuhausen. The company holds some 1300 different sets of operating instructions for cameras. They charge between about £2 and £4.50 for copies of instructions and for about £0.65 you can have a catalogue of the instructions the company holds.



Two cameras from Konica's new range of 35mm compacts being launched at Photokina this week. The cameras are to be launched in Britain in time for Christmas, say Konica. Top of the range MT-11 (left, £104.95) incorporates a 35mm f/2.8 auto-focus lens with close focus down to less than 18 inches, DX decoding from 50 to 1600ASA and programmed electronic shutter which operates from 1/4 to 1/500 of a second. The camera has automatic wind and re-wind, pop up flash, a 10 second self-timer and the built-in lens cover also acts as a shutter lock. The MT-9 (right, £84.95) also has an autofocus lens, DX decoding, self-timer and shutter lock. Its f/3.5 autofocus lens has an electronic shutter which operates from 1/10 to 1/500 of a second. The MT-7 (not pictured, £64.95) has auto wind and re-wind and pop-up flash, but to keep the price down it is fitted with an f/4 fixed focus lens and mechanical shutter, say Konica UK Ltd, Konishiruko House, Plane Tree Crescent, Feltham, Middlesex TW13 7HD

Chemists hold their own

More and more own label film is being bought from chemists — accounting for over 50 per cent of sales in some instances. And it is thought that the majority — perhaps 80 or even 90 per cent — of chemist outlets stock own label film of some description.

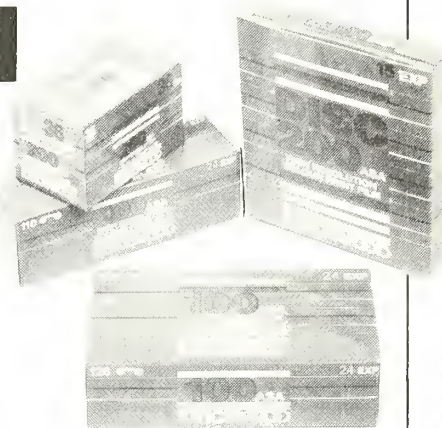
Kingswood Chemists included private label film in a range of own brand products they introduced in May. It is produced by 3M, who make a good number of the own label films on the market.

Neil Ewen, 3M's marketing coordinator, amateur photographic products, says the main benefit of selling a private label film is that it will most likely be brought back to the shop or chain where it was bought for processing.

Mr Ewen says that the quality of own label film is now very good. Indeed, he claims that 3M's latest HR2 film is of comparable quality to the major brands. Good results are further ensured by the company's 'Techflash' leaflet which tells D&P laboratories how to identify and how best to process, own label films from 3M.

Price is another plus point for own label film: they vary from £0.99 to around £2 depending on the region, tending to be cheaper in the North. Kingswood price their film in the middle of the range in line with their other own label products — promoted as high quality and value for money.

As well as providing the film 3M can offer pharmacists wanting to take on a private label film range full market support, right down to designing packaging. In Kingswood's case 3M helped decide what



Kingswood Chemist's range of own label films

films to stock; Kingswood designed the packaging themselves. They started with 135, 110 and 126 films in 100ASA speed with a 200ASA variant in 135 and disc formats. Sales have been very good, says Kingswoods' marketing manager Peter Skinner, and a 400ASA variant is being considered.

Film was included in the own label range because Kingswood see photographic sales as one of the cornerstones of their business. Own label film now accounts for more than 50 per cent of Kingswood's colour negative film sales. That includes the free Kingswood film given away as part of the company's D&P service. The own label film also sells well in the two photo shops that Kingswood run, designed to cater for the serious amateur, says Mr Skinner: further evidence of the film's quality.

To take on a private label film you need to be selling around 200,000 films a year. That's a tall order for an independent chemist. But there is an alternative: buying from a wholesaler with its own private label range.

E.E.Swains, Hunstanton-based photographic wholesaler, launched their own film called Memories in May.

Swains' sales director, Peter Chambers says the film is selling satisfactorily with a

good proportion of chemist accounts taking it. It retails at two-thirds to half the price of branded film.

Private label film is estimated in the trade to account for around 40 per cent of film sales which in Britain should total some £190m this year. Supermarkets have been quick to recognise the potential of film sales and of private label in particular; from nothing five years ago they now sell about 6 per cent by volume; chemists sell a little under a quarter; photodealers about 17 per cent; mail order is declining slightly at just under 10 per cent, and drug stores account for about 5 per cent.

Market statistics are hard to come by, but at Regency's laboratories in the last two weeks of July, 57 per cent of films processed were 135 format, 25 per cent were 110, 13 per cent disc and 5 per cent were 126. Similar figures were reported by Horizon for last month where 40 per cent of films processed were 135; 40 per cent, 110; 15 per cent disc and 5 per cent 126. Agfa estimate that well over 50 per cent of the market is devoted to 35mm film.

This year has seen new film from Agfa, Fuji and Kodak, with the promise of new products including a wider range of film speeds from Tudor Photographic in the new year, after they have been unveiled at Photokina in West Germany this week.

Fuji's super HR100 and super HR400 film

was launched to the trade last month. POS material including posters, stickers and giant dummy film boxes supporting the new film, is now available.

Agfa's Maxi film "specifically designed for the mass market" with a "wide latitude and compatible processing" is proving extremely popular with consumer and processor alike, says the company.

Kodak's Gold film is selling well, so well in fact that the company has had to delay the launch of a 400ASA variant because of lack of production capacity. The faster film was due to be introduced in May. The launch was initially put off until Autumn this year when a 200ASA version was also to appear. Now Kodak say the 400ASA film will not be available until early 1987. But the 200ASA version is being distributed slightly ahead of schedule.

The Sangers/Kodak gold rush promotion designed to improve sales of slide film through independent dealers is reported to be doing just that with sales of Kodachrome 135/36 and Ektachrome 135/36 some 50 per cent up on last year in the promotion's first two weeks, says Sangers Photographics.

The promotion is advertised in *Amateur Photographer* and *Practical Photography* this month. The closing date for the competition is October 17.

Instant success?

Polaroid are unveiling a new instant camera at Photokina in West Germany, this week which is expected to be available in British shops from the middle of this month.

The camera was first launched in the US in April and Polaroid are using the Photokina exhibition as the camera's European debut.

The Image camera brings with it new electronics, a new, patented auto-focus lens and uses dedicated film which relies on different colour chemistry from the existing instant cameras to give better resolution, say Polaroid. The camera is described as the next generation of instant camera but is complementary to the Supercolor range. The Image camera, which is expected to retail for about £130, has more facilities than existing cameras, including for the first time on an instant camera a self timing device.

Polaroid are keen to get more chemists interested in instant photography. Chemists account for around 24 per cent of the value of instant film sales and the instant photography business is worth £20m plus, says the company. And figures recently released for 1985 show that only two camera types showed increased sales for the previous year: 35mm compacts up by 54 per cent and instant cameras up 6 per cent.

Chemists could make a lot more of instant cameras and film, says Polaroid's amateur products manager David Gerrard. He points to the range of POS material the company provides and says Polaroid will continue to actively advertise and promote their products with major national spends.

"We will not be competing with traditional camera and film sector, but encouraging people to use polaroid cameras in those situations where an instant pictures is essential eg "one off" occasions, children's events where they love to see the picture immediately — also for business users who need an instant reference of a situation or article'.

Some 17 per cent of Polaroid cameras are bought for business use and about 44 per cent of film is used for business. Coupled with that is the fact that around 70 per cent of instant camera owners have another camera of some type, says Mr Gerrard.

Polaroid say their cameras are well priced for chemists with the most popular models selling for £20 to £30. In addition, they are easy to demonstrate and explain. To encourage pharmacists to stock their products Polaroid's Christmas offerings are to include the 635 gift pack of camera and film which sells at £30; the Supercolor 600 with three flash bars to retail at £20; and blister packs of SX-70 and type 600 single film packs will be carrying a special promotion for Christmas, says the company.

Power to the people

The battery market is estimated by the trade to be worth about £160m to £170m, with around 5 per cent of the 400 million batteries sold each year being used for photography.

Almost a fifth of the batteries sold in Britain come from chemists and photo shops, but supermarkets account for more than a quarter of sales.

Vidor recently introduced Powercell batteries as part of a bid to double their market share in consumer batteries by the end of next year. The range features new lively and pack design.

Varta have also updated packaging for their product. The packs conform to European standard sizing and are to be phased in during the Autumn, says the company. Last month Chemist Brokers were appointed as distributors.

Gold Seal from Ever Ready will benefit from a promotion running this month and next offering consumers £7 worth of free product and services in return for proofs of purchase. A second promotion on cans of Lucozade is to offer free packs of Gold Seal LR6 batteries, say Ever Ready. A heavy-weight national television advertising campaign is scheduled to break in the Autumn and run through to the New Year. It is timed to tie in with the pre-Christmas peak in battery sales, says the company.

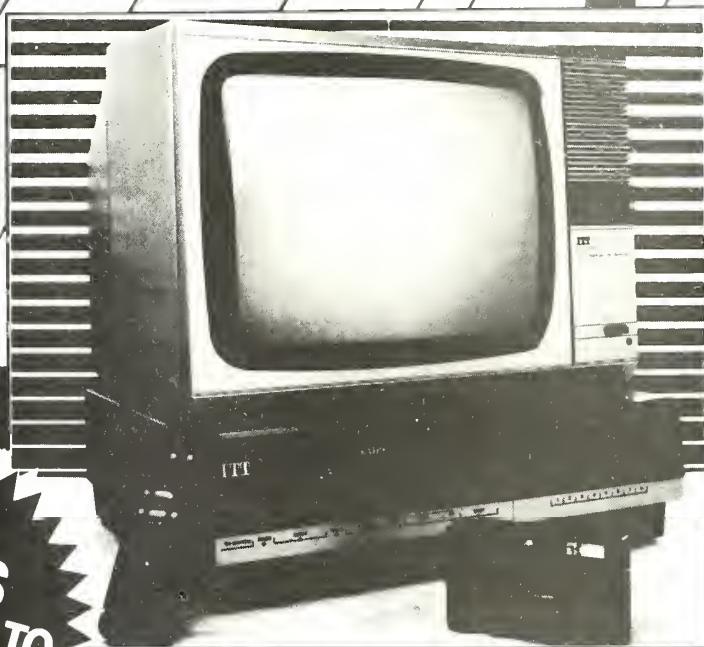
Duracell advise large chemists outlets to position batteries near to regular purchase items such as razor blades and paper tissues with a display in the photographic department. The MN1500 and MN2400 are the key cell sizes for the photographic market and should be stocked accordingly, the company says.

Two more information leaflets are now available from Kodak. "Run-Jump-Snap" includes advice on taking photographs at athletics meets from Eamonn McCabe, four times sports photographer of the year. "Picture taking with 35mm compact cameras" (£0.20) tells consumers about taking pictures in different situations as well as camera care, choosing a film and processing it. The leaflets are available from customer relations department, A8g, Kodak Ltd, Kodak House, PO Box 66, Station Road, Hemel Hempstead, Herts HP1 1JU

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Fergusons Chemists, Chester
Hill Smith, Buckley, Clywd
C N Pharmacies, Coventry
Station Chemist, Gillingham
Parkes Pharmacy, Banbridge,
Co Down, Ireland
Ribbleton Pharmacy, Ribbleton, Preston
Ian Noble Chemist, Forbes, Grampian
Parklands, Ponteland
E M Hazelhurst, Bradford, West Yorkshire
C J Wngley, Castleford
I Donne, Harrogate
Greens Chemist, Coventry
Goff, Blaenavon
Shepherd, Nailsworth, Stroud
Shah Pharmacy, Bournbrook, Birmingham
J M Munro Chemist, Glasgow
W G Main, Brora, Sutherland
R C Johnson, Grimsby
Hibbard Chemist, Gt Barr, Birmingham
Thomas, Merthyr Tydfil
Kingswood, Stapelhurst
Underwood Cash Chemist, London W 12
Homecare, Belfast, Northern Ireland

TV WINNERS

Clifford Marshall, Gloucestershire
Emlyn Jones (Chemist),
Rhonda, Mid Glam
Hugh Hitchin, Long Eaton, Notts
P Williams, Crewe
J H Hughes, Mold, Clywd
C Graham Ltd, Bishopbriggs, Glasgow
W Cheeseman & Son,
Amphill, Bedford

J P Smith Ltd,
Halesowen, Birmingham
Allens, Southwell, Notts
Richardsons Chemist, Northampton
Bryan, Collingham, West Yorkshire
Arndale Chemist, London S W 18
J B Palmer, Ramsbottom
Bryn Drug Store, Llanrwst
Allens, Parkgate, Rotherham
Christian & Fletcher
Wollaton, Nottingham
W Spraggon, Tring, Hertfordshire
David Sames, Great Baddow, Essex
Reads Chemist, Norwich
F K Gordon, Aberdeen

CAMERA WINNERS

Allens, Rotherham
Brockway, Barry, S Glamorgan
GK, Barry, S Glamorgan
J H C Suttie Chemists,
Bearsden, Glasgow
The Rodney Pharmacy, Edinburgh
Hill Smith, Lymm, Cheshire
R N Williams, Irby, Wirral
M Copeland Ltd., Altrincham
Allens, Heswall, Wirral
R W Hallett, Glastonbury, Somerset
Carlen Ltd., Callander, Stirling
Bonds, Castle Cary, Somerset
P Williams, Nantwich, Cheshire
D Davis, Brough, Humberside
Taylor, Stanley, Co Durham
Green, Burton Latimer
J D Pender, Northfleet
W E Coles, Strood
Beirne & Watts Ltd., Kettering
Goldharts, Bedford
West, Northampton
Fairways, Orpington
Allens, Bell Green, Coventry
Whaleys, Rugby
P Williams, Crewe
Dudley Taylor, Bilton, Rugby
Breda Pharmacy, Belfast
Barry Bladon Limited,
Prestwich, Manchester
M & A Starling, Tadcaster
C P James, Oakdale, Gwent
Kalmar Chemist, London S E 1
Mayfair Chemists, Hyde, Cheshire
Market Pharmacy, London N W 8
Stone Cross, Harlow, Essex
W Donald, Kingston-upon-Thames
Paterson Heath & Co., London S E 11
Acorn Pharmacy, Berkhamstead
A J Sheffield Limited, Hertford
Allens, Barnsley, South Yorkshire
J R Binks, Bedlington
B Slingsby, Harrogate
Blooms, Adel, Leeds
G K Chemists, Cheltenham
Oxford Drug Co, Oxford
Cooks, Rugby
Red Rose Pharmacy, Blackpool, Lancs
D Thomas, Cardiff
B Brown Chemist, Crieff, Perthshire
A Hall, London S W 20
A Stebbing, Pateley Bridge, Yorkshire
Breakey Chemist, Belfast, Northern Ireland
F G Jordan, Sheringham
Dent, Stafford
World's End Pharmacy, London S W 10
T Hunt, Norwich
J Connell, Troon, Ayrshire

Autan sales in 1986 have broken all records. We would like to thank all those chemists who have supported Autan this year and in particular those who entered the display competition and built eye catching displays in their shops.

The 100 lucky winners, who together share over £20,000 worth of prizes, are listed alongside but the manufacturers of Autan, Bayer UK, would like to thank all of those who took part and helped in our success.



Bayer UK Limited, Bayer House,
Strawberry Hill, Newbury,
Berkshire RG13 1JA.

Coping with multiple sclerosis

Multiple sclerosis, or MS as it is probably better known, is claimed to be one of the most common diseases of the central nervous system — according to the Multiple Sclerosis Society 50,000 people in Britain suffer from it. But MS is by no means a "modern" problem, Jean Charcot, a French neurologist, is generally acknowledged to have described the symptoms of the condition in the 1860s.

Despite its prevalence little is known about the cause of MS and even less about how to treat it. The doctor's task is made even more difficult by the unpredictable pattern of remission and relapse which varies from person to person. Some people suffer a series of severe attacks and become totally disabled and in others the disease can be more benign with mild infrequent attacks over a number of years.

The Multiple Sclerosis Society says that it is most often asked simply for basic information about the disease when people are first diagnosed, because they say they receive so little from health care professionals and feel at a loss as to what they can do to help themselves.

Q. Who gets it?

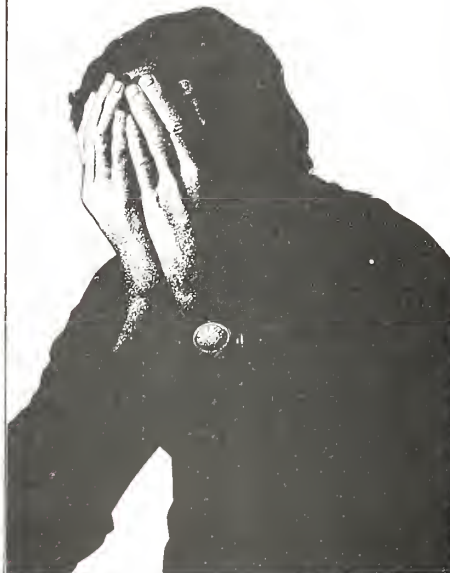
A. MS rarely affects people below age 12 or above age 50. It may be caused by a combination of genetic and environmental factors. Evidence for this comes from the disease's geographical distribution: it appears more commonly in temperate than tropical zones. For example, MS is rarer among native Israelis but a person moving from Northern Europe to Israel after age 15 carries the high risk of the area where they were born. Similarly the risk of MS is low in the Caribbean but the incidence among West Indians born in the UK is similar to the rest of the population.

Although there is no evidence that the condition is inherited, MS occurs more frequently in some families. However, the risk of a child of an MS sufferer developing the condition is about 1 in 100.

Q. What causes it?

A. MS is characterised by damage to the myelin sheath surrounding the nerves in the brain and spinal chord. The scar tissue that forms after such damage impairs nerve conduction and results in symptoms such as: blurred or lost vision; paralysis of eye movement; double vision; slurred speech; numbness, weakness, heaviness, clumsiness or stiffness in one or more limbs; urgency and increased frequency to pass urine; unsteady hands or legs, and impaired sensation and touch.

Self-help groups for patients with specific problems and clinical conditions provide a useful service for sufferers. But pharmacists may also find themselves trying to answer questions from worried patients or relatives. In this article, the first of an occasional series, some of the questions multiple sclerosis sufferers may raise are answered.



Some research suggests that MS may be an auto-immune type reaction. It is possible that a virus or some other agent stimulates T-cells to migrate from the blood and attack the myelin sheath. Some researchers have suggested that after a childhood viral infection a population of white cells become specifically activated against a component or components of the myelin sheath and install themselves in the brain. Soluble factors secreted by these activated cells cause inflammation and further destroy the myelin leading to a self-perpetuating cycle of demyelination and white cell activation which manifests as the remission and relapse pattern of the disease.

Recently it was suggested that a spirochaete infection could be responsible for causing MS. This would fit in well with the typical remission and relapse pattern of the condition. The clue that led Dr Derek Gray and Dr George Dick, who put forward their theory in *The Lancet* recently, to the

spirochaete connection was an association between MS and sinusitis also reported in *The Lancet* recently.

The spirochaete is thought to be able to enter the brain through the thin bone of one of the sinuses — the sphenoidal sinus — which, interestingly, does not develop fully until the age of onset of susceptibility to MS, ie around puberty. The other sinuses are fully developed in bone by the onset of puberty.

In addition, spirochaetes have been seen in plaque formed after damage to the nerve fibres seen in MS sufferers. Dr Derek Gray and Dr George Dick postulate in their *Lancet* paper that spirochaetes are the primary cause of MS and that nerve fibre demyelination may be mediated by immune complexes. The organisms are probably distributed by the cerebrospinal fluid producing a meningo-vascular inflammation. Spirochaetes are anaerobes so they would not infect the whole brain. Intermittent invasion of the CNS by spirochaetes would account for the exacerbations of MS and if these invasions were linked to viral infection of the upper respiratory tract that would account for the seasonal nature of the disease. The geographical distribution of MS could be explained by the distribution of respiratory infections.

Finally, Dr Gray and Dr Dick suggest resistance to multiple sclerosis seen in Japanese and related races may be due to difference in ossification and anatomy of the sphenoid bone.

Q. How is it treated?

A. The auto-immune nature of the disease has led doctors to test immunosuppressant drugs such as azathioprine in the treatment of MS. Monoclonal antibodies that recognise activated white cells and in some way aid their removal may also offer some hope for successful treatment.

There is a suggestion that diets rich in animal fats may make people more susceptible to MS than diets rich in vegetable and fish oils. Trials are being conducted to see if MS patients given fish oil supplements suffer fewer relapses than those not given the supplements.

Hyperbaric oxygen treatment aroused some interest after an American study published in 1983 showed it had some benefits for MS patients given oxygen under pressure. However, initial results from a double blind trial at the University of Newcastle-upon-Tyne did not show any significant improvement in MS patients who received oxygen at two atmospheres for 9

minutes a day for 20 days compared with patients who received "placebo" oxygen treatment.

Spasticity caused by spasm in the limbs which occurs frequently in patients with neurological disease has been treated by electrical stimulation through contacts placed on the skin.

What treatments are available for specific symptoms?

The Multiple Sclerosis Society stresses that it is a lay organisation and recommends that people should always contact their GP or neurologist. However, after assessing individual situations the Society can often refer patients to specialist agencies such as hydrodynamic clinics or incontinence advisors, pain clinics or physiotherapists or occupational therapists for further assessment and treatment.

What can people do to help themselves?

The Multiple Sclerosis Society has a range of fact sheets and booklets giving advice on subjects including diet, exercise,

legal advice, local authority help, sports and hobbies, and holidays.

There are fact sheets available on incontinence, for example, that give general information about the problem and what causes it. It also suggests ways of coping with it by wearing clothing that is easily removed or pulled aside when wanting to use the toilet. And not being tempted to reduce fluid intake because of the risk of bladder or kidney infection, but avoiding drinking three or four hours before going to bed if nocturia is a problem. This sheet and others give information about financial assistance that may be available from local authorities and a scheme set up by the Royal Association for Disability and Rehabilitation whereby members receive a key which fits all the special toilets for disabled people in Great Britain and a list of their locations.

The Multiple Sclerosis Society itself has over 340 local branches and has a "young arm" called MS Crack which can be particularly helpful for newly diagnosed MS sufferers providing support, information and encouragement through local and national activities.

The Society also has three short stay centres and four holiday centres open all year for use by MS patients. Trained staff, including nurses experienced in MS, are on hand at the centres which are adapted for disabled people.

The Multiple Sclerosis Society's headquarters are at 25 Effie Road, Fulham, London SW6 1EE (tel 01-736 6267/6278). There are regional offices at 27 Castle Street, Edinburgh EH2 3DN (tel 031 225 3600) and 34 Annadale Avenue, Belfast BT7 3JJ (tel 0232 648379/646102).

This is the first in a series of articles based on the most common questions put to patient self-help groups. Pharmacists may also find themselves challenged with similar questions.



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Quality in Medicine

New contract to boost assets?

How can Mr Charles Flynn of the British Pharmacists Association claim that the new contract will prevent young pharmacists from owning their own pharmacy? They can apply for a contract to the Family Practitioner Committee — which will be granted if it is "necessary or desirable" — or they can purchase an existing pharmacy. The contract will be accepted by sources of capital, ie bank loans as a blue chip asset, and it will be easier for the pharmacist to raise the capital required. The present contract is high risk and less bankable and it is more difficult for the individual to use it as an asset to borrow money. Having purchased a pharmacy or opened a new one it can be improved with the knowledge that leapfrogging is preventable.

Mr Flynn thinks that opposition under the new contract will fossilise "bad" pharmacies where the pharmacist can in his own words "put his feet up". This argument is also untrue as there will be

nothing to prevent another pharmacist applying to the pharmacy practice sub-committee of the FPC for a contract — which may be considered necessary or desirable because the present pharmacy does not provide pharmaceutical service of a proper standard.

And Mr Flynn appears to consider a proliferation of duplicate pharmacies in urban areas more important than a new pharmacy in an isolated rural area. The Government will no longer put money up front by way of the Basic Practice Allowance to subsidise such unnecessary duplications of "pharmacies" which have minimal NHS dispensing because of the self-defeating competitive nature of too many pharmacies in one area. At a time of cuts and limited NHS funds, surely even Mr Flynn could not expect Government to argue otherwise.

I suggest he actually reads the contract proposals again before disseminating misleading information against the interests of pharmacy. There is no humour in the situation of a man deluded by his own public relations propaganda.
R.N. Thomas
Anglesey.

Any news of RAMC 39 trains?

May I please seek the help of your readers in some research which, though not strictly pharmaceutical in nature, does involve certain pharmacists?

At the outbreak of war in 1939, the Royal Army Medical Corps commissioned a dozen Home Ambulance Trains, to be numbered 55-66 though I am not at all certain that the last two, nos 65 and 66, ever materialised. They were intended to carry military casualties from ports on the South coast to hospitals inland. As well as accommodation for the sick and wounded, each train contained living quarters for a permanent staff of RAMC personnel, one of whom held the rank of "sergeant-dispenser". In most, probably all, cases, he was a registered pharmacist.

The trains were originally based at Newhaven, though later some of them went to Southampton. After the fall of France, when the threat of a German invasion was very real, they were dispersed in ones and twos to what were considered safer places. They were still maintained in a state of operational readiness, "just in case".

If any of the pharmacists concerned have any memories or notes of the movements of his train at any time, however sketchy, I should very much like to hear from him at the address below. In

particular, I should like to know where his train went after the great dispersal in July, 1940, and for how long it stayed there. I should also be interested in any photographs that may exist, other than those that I took myself in 1941.

Between 1939 and 1942 a periodical known as the "Ambulance Train Gazette" was circulated among some of the trains. Some 36 issues were produced. I have 18 of them. I should very much like either to buy the others, or to be able to borrow them for the purposes of photo-copying.

I shall, of course, be happy to refund postage and to cover any reasonable expenses that such correspondence with me (at "Lamorna", 51 Willington Street, Maidstone, Kent ME15 8JR) might entail.
A.G. Wells,
Maidstone.

A Welsh plus

Thank you for your recognition of the Welsh language in your edition (August 16 p240). It gladdens the heart of an expatriate Welshman and leavens the load of his compulsory reading! I am sure it will go down well with many of your readers in Wales. More strength to your arm!

Diolch eto, yr eiddoch yn ddifffuant
D.B.L. George
Legal and administrative affairs manager,
The Association of the British
Pharmaceutical Industry



Ray Webb (right), a delivery driver based at Unichem's Chessington branch, has won the south-eastern heat of the Driver of the Year 1986 competition. He joined two years ago, and delivers to member pharmacists in the Reading area. The competition has been organised in conjunction with the Royal Society for the Prevention of Accidents, and is sponsored by Godfrey Davis (London) Ltd and Milupa. Mr Webb goes on to the national final on October 18-19. On the left is pharmacist Charles Butler, a qualified driving instructor and member of Unichem's London South regional committee

West country tee time?

In an effort to form a Pharmaceutical Golf Society for Devon and Cornwall, I would be interested to hear from potential members. I already have sponsorship for the first meeting. Those interested should contact me at Hick & Seabourne Chemists, 16 Church Street, Launceston, so that I can assess the chances of forming a society and hopefully arrange the first day out.

Terry Seabourne
Launceston

A matter of Image

Again I am having to write to defend our case for the customer benefitting from direct order entry; this time in response to Mr Revell's letter (last week p335). His observation of the possible demise of third parties of direct order entry is slightly exaggerated but we do agree with his point that a working relationship is the key to the success of a direct order entry. Has Mr Revell contemplated the consequences of wholesalers not co-operating with major computer suppliers? We do not think that share holders of AAH will be very impressed!

Mr Revell is either mis-informed or not aware of the facts concerning Image Micro System Ltd, these being that our direct order system to Vestric has been

developed with their full co-operation, it is satisfactorily sending orders, it is in use now and it is available now. Hence we find Mr Revell's statement that we are "issuing extravagant claims" on our direct order entry as inappropriate.

His accusations of us "railroading" the wholesalers are again totally unfounded as we have records (details of conversations and correspondence) which show that Image have always taken the initiative to establish contact with Vestric and have requested several meetings with the management of Vestric and Mr Worling. We have withdrawn Press releases of the details of the direct order entry on the basis that a meeting was promised. So far there has been no meeting, a negative response from Vestric, and an unwillingness on Vestric's part to reach a conclusion on this matter. However as a professional company, we would publicly request a meeting with Mr Worling or AAH Holdings personally to discuss this matter.

That AAH has come to the defence of Vestric indicates the seriousness of this

topic. As a company we will not be deterred by any accusations or criticism made against us. In the interest of the customer, Image will pursue this matter to a conclusion.

Manish Thakrar
Director, Image

■ Mr Bill Revell of AAH says: "Along with other systems trials on Image continue but are as yet incomplete".

BPA 'surprised' by PSNC

Even the British Pharmaceutical Association was shaken when we glanced at the latest "PSNC News" August, 1986 sent out to all their long-suffering members. Personally I received several copies so the blow was that much worse!

And why is the BPA surprised again? This time because of the 31 per cent variation in prescribing costs in different regions. Everyone else in pharmacy knows this is commonplace except the

Pharmaceutical Services Negotiating Committee who have proudly negotiated a contract to put low-volume, high net ingredient cost pharmacies on the scrap heap.

Charles Flynn
General secretary, BPA.

Long term help

Michael Reynolds, in his letter of May 3 bemoaning loss of remuneration due to long-term prescribing, is perhaps forgetting the individual on whom his livelihood ultimately depends, ie the customer.

Having been prescribed Nephрил tablets for hypertension to be taken one per day possibly for the rest of my life, I would appreciate prescriptions as long term as possible. Doctors presumably consider that financial implications could occasionally be more important for their patients than for the pharmacist.

Herbert Taylor
Nottingham.

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Comeback due soon for Farley brands from Boots

Farley's Ostermilk, Osterfeed and Complan brands should soon be back on shop shelves, say new owners Boots.

The products were troubled by *salmonella* contamination and the plant at Kendal where the products were made was shut down last year by previous owners Glaxo. Boots bought Farley Health Products after the company was put into voluntary liquidation, in March.

Boots had originally hoped to relaunch the Farley brands in April but had to shelve the plans after it was felt that the old equipment at the Kendal factory would not come up to scratch.

It is hoped that Farley's milk products will be back in the shops in about a month. Initially dried milk from Danish, Dutch and British manufacturers will be used. Boots say the Kendal factory will start production again when the new milk drying plants has been commissioned — probably in October or November.

■ Boots' acquisition of the US drugs group Flint was last week approved by shareholders. A company spokesman told C&D that the vote was about three to one in favour.

There was no comment on Press rumours that Boots themselves could be the subject of a takeover by a consortium, possibly including Ladbroke.

Single file rule for paperwork?

Annual accounts and returns could be sent in together instead of filed separately, if the proposals in a Government document come into force.

A consultative document on the delivery of annual accounts and returns to the registrar of companies suggests that the two-in-one filing should be required within six months of the end of the relevant accounting period.

At the moment returns must be filed within 42 days of the annual meeting. Accounts have to be in within 10 months of private firms' relevant accounting period, and seven months for public companies.

And some information could be left out of annual returns, says the Government. These might include total debt, guarantees and other commitments given in the accounts.

Another suggestion is that a register of members need only be filed by firms with fewer than 10 members, with other companies listing only the total number of shareholders and those holding 1 per cent

or more of the shares.

New definitions are proposed for small and medium firms. Small companies would be those with less than £2m turnover, and a balance sheet total of less than £975,000. Medium sized companies would be those with an £8m turnover threshold and £3.9m balance sheet threshold. "The Delivery of Annual Accounts and Returns to the Registrar of Companies", the Department of Trade and Industry, 1 Victoria Street, London.

Aussie rules

Reckitt & Colman aim to take full control of Reckitt & Colman Australia.

The company already owns just under 70 per cent of the Australian operation and is buying the rest for around £45m. The move follows a relaxation of investment laws in Australia. The offer is to be despatched to shareholders on September 12 and will close on October 13.

Hodgson Impey have issued the 1986-87 edition of their Pocket Tax Tables. Copies from Hodgson Impey, 4 King's Arms Yard, London or Queen Victoria House, Guildhall Road, Hull.

List a hit with Ransom

The limited list has lived up to William Ransom's expectations, according to the company's latest annual report.

Quoting a jump in UK turnover from £2.96m to £4.62m in the 1985/86 financial year, chairman Michael Ransom comments: "I forecast last year that the limited list prescribing regulations would be beneficial for the company. They certainly were". Demand for finished liquid medicines nearly doubled in volume, compared with the previous year, in the April to December period, says Mr Ransom. "Now that more regular prescribing patterns have emerged and wholesalers have sufficient stocks, sales have reverted to steadier figures".

Group profits rose 22 per cent from £477,000 in 1985 to £582,000 on group turnover of £6.5m (1984/85: £4.7m).

The Halas Pharmaceuticals business was shed in June because it had proved a disappointment, Mr Ransom admits. "At no stage did it become profitable and we found it difficult to maintain our traditional high standards of quality". Better production at Hitchin, he claims, had lessened the need for Halas.

Mr Ransom's predictions for next year are cautious. Falling oil and commodity prices have meant a reluctance to build stocks, he notes. "However, there are signs that the end of destocking is in sight with demand slowly picking up both at home and abroad". Profits will increase in the 1986/87 year, he says, but not as much as they have done in the latest full financial year.

Sword for sale?

Wilkinson Sword could soon be up for sale, according to a report in last week's Observer.

The company is owned by US conglomerate Allegheny Industries which is thought to be considering the sale to help sort out financial problems, says the report.

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Some Mutual admiration in policy survey

Pharmacy Mutual gets a good press in the *Which?* survey of household insurance policies.

The insurance scheme open to pharmacists has the cheapest yearly premium at £1.20 for each £1,000 of cover of all policies surveyed along with Nalco.

It is also noted as a best buy in three categories — cheapest basic policy and indemnity cover; a recommended basic policy with new-for-old care and a best buy top policy and new-for-old cover. It also gets two motions in the overall buying guide.

Creighton Laboratories are placing on the USM 1m ordinary 20p shares at 130p per share. The placing represents 27.3 per cent of the issued share capital of the company which, at the placing price, is capitalized at £4.77.



Extension plan from Unichem

Unichem are building a 25,000 sq ft extension to their distribution centre at Chessington.

The project will cost over £750,000, and should be finished by January 1987. Operations manager Kelvin Hide is pictured (right) with Chessington branch general manager Barry O'Gormal on the extension site. The move is designed to give more space to the medical side of the business.

CBI expect lower output this year

After gloomy news on small business output (see *C&D* last week, p337), the Confederation of British Industry has dampened hopes of any major growth in manufacturing output this year.

Revised forecasts from the CBI fall short of their earlier predictions and point to lower manufacturing output this year than in 1985. The CBI looks to growth of 2 per cent this year and 2.6 per cent in 1987. These figures compare with earlier predictions of 2.4 per cent and 2.8 per cent respectively.

And although unemployment is expected to fall by about 150,000 by the end of 1987, a decline is forecast in manufacturing employment. Retail prices should go up by 3.3 per cent in 1986 and 4.2 per cent in 1987, say the CBI.



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Low interest in training

Small business managers are not very interested in management training — though those who have tried it have found it worthwhile, according to a new survey.

The Confederation of British Industry said the response was unusually low to questionnaires posted to 1,852 firms — only 13 per cent replied, says a *Financial Times* report. One of the highest levels of management training was shown in the professional services sector, and owner-managers had on the whole received more training than staff managers.

About three-quarters of the respondents had been through some training, and 77 per cent of them found it worthwhile. Owners of small firms in all sectors were interested in more training — 57 per cent for themselves and 71 per cent for their staff managers. "Management Training for Small Businesses (£5), CBI

Publications Department, Centre Point, 103 New Oxford Street, London.

CPA meets in Nairobi

The Fourth Commonwealth Pharmaceutical Association Conference will be held at the 32-storey Kenyatta International Conference Centre, Nairobi, Kenya, from March 9-13, 1987.

Coming some 18 months after the World Health Organisation Conference of experts on the rational use of drugs, the Conference takes as its theme "The Spirit of Nairobi".

The programme will be designed to promote the implementation, particularly in developing countries, of some specific aspects of the manufacture and import of medicines and of extending the pharmacist's contribution to health care.

Sessions include the acquisition of

essential drugs, good manufacturing practice and quality assurance in developing countries, and product registration, followed by full days on the role of the pharmacist in relation to drug abuse and in aspects of family health care.

A pharmaceutical and technical exhibition will run alongside the conference and there is a full supporting programme. Post-conference tours of seven days and four days include trips to the Amboseli and Tsavo national parks, Mombasa beach, and the famous Treetops game look out.

Registration fee US\$125 before December 15, accompanying persons US\$ 50, US\$ 175 after this date (US\$ 100). Details of accommodation, travel (special airfare London/Nairobi return £465) and extra tours from CPA secretary Raymond Dickinson, 1 Lambeth High Street, London SE1 7JN.

Thursday, September 11

Plymouth & District Branch, Pharmaceutical Society, board room, Derriford Hospital, Plymouth, at 8pm. Professor Brian Hemsworth, Council member, on "Current affairs of the Society and the College of Pharmacy Practice."

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Abatron back high flier

Abatron-sponsored glider pilot Martyn Wells has won the British Standard Class National Gliding Championship.

The championships at Dunstable ended damply on Sunday after six days of very mixed soaring conditions, but in the final race Martyn was 12kph faster than David Watt, the long-time leader, and took a 100 point lead.

In 1983 Martyn flew as a member of the British Team of four pilots in the World Championship at Hobbs in New Mexico, where he was one of two British pilots who each won a day at the championships. In that year he also was placed second in the 1983 National Standard Class and in the previous year won the event.

Abatron Ltd sponsor Martyn Wells and will continue with their sponsorship in his World Championship participation in Australia next year.

Careerists criticised

Mervyn Madge has been appealing for the Health Service to be free of the "whims, ideas and fancies of politicians, scoring points in their desire to ascend the ministerial ladder."

Writing in his local paper recently Mr Madge highlighted the staffing problems experienced by hospital pharmacies.

In another article in the paper Mr Madge draws attention to a new organisation — Aid for Addicts and Families (ADFAM) — set up to help drug addicts' families as well as the addicts themselves fight drug abuse.

Dodd in NZ

Unichem's chief executive, Peter Dodd, is to address the 1987 pharmacy conference in Wellington, organised by the Chemists' Guild of New Zealand.

His speech will explore the growing interdependence between pharmaceutical wholesaling and retailing, with particular reference to future developments and their effect on the retailer.



Mirth by the Mersey as Moss Valins, director of Speke Chemists in Liverpool receives a £2,500 cheque, his prize for winning Unichem's Passport to Riches promotion, from Unichem Preston general manager Joe Harris. Mr Robert Worsley, superintendent pharmacist looks on



Shutting shop after 90 years

Fred Husk shut up shop on Saturday he said farewell to the fruits of nearly 90 years' unbroken trading in Rickmansworth's Station Road.

Chemist's shop G.T. Sumner, which he has been running for the past 17 years, closed down at the end of August and Mr Hesk commented: "There are now eight chemists in Rickmansworth and only really a good living for four. We just don't do enough business to make it a viable proposition."

Mr Hesk now plans to help at Sumner's other shop in Harefield.

Obituary

Edwin Evens: *Mervyn Madge writes:* My return from holiday is saddened by the news and shock of the passing of Eddie Evens. As a fellow Plymouthian and Member of Council I wish to pay my respects to add to the earlier tributes made by his fellow pharmacists. His vision, inspiration and courageous determination of purpose was exceptional. He was an "old boy" of the former School of Pharmacy and an "old boy" of my old school.

APPOINTMENTS

D.D.D. Ltd: Frank Sterling has moved up to sales director, David Rainsford to finance director, John Howlett to director of the contract packaging division and Geoff Scotson to director of production.

Duracell UK: Mark Healy is appointed assistant brand manager within the marketing department.

Unichem: Paul Sheppard is the new sales representative for South-East and Central Wales. Before joining Unichem, he spent seven years as a representative for Max Factor.

Parfums Givenchy: David Murgatroyd has been appointed area manager for South West England, South Wales and South West Midlands.

Schwarzkopf: Keith Perrett comes to the board as director of the production division.

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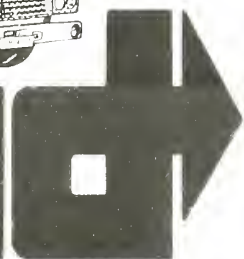
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